



# 2009 PREVIEW





### Welcome...

Welcome to ARCA, the Automobile Racing Club of America, and the ARCA RE/MAX Series - a high-octane, fast-paced professional racing series for stock car racing.

Auto racing has captured the imagination of the 21st century sports marketer. From the national media to the Fortune 500 list, motorsports has become the number one event-marketing component in the United States. And despite the immense popularity increase over the last decade, stock car racing continues to be the fastest growing spectator sport in the world.



# RE/MAX®

## Series Title Sponsor

Since 2001, RE/MAX International has been the Series Title Sponsor for the ARCA RE/MAX Series.

With more agents in more offices than their competition, RE/MAX is the Worldwide Leader in Real Estate.





Manufacturer Participation



**TOYOTA**



**DODGE**





## Corporate Involvement

Series marketing participation ranges from traditional to a widely diversified mix of non-automotive products and services. Ranging from team sponsors to event sponsors to TV advertisers, ARCA's family of corporate sponsors represents a mix of manufacturers and retailers, from Fortune 500 firms to regional business groups.

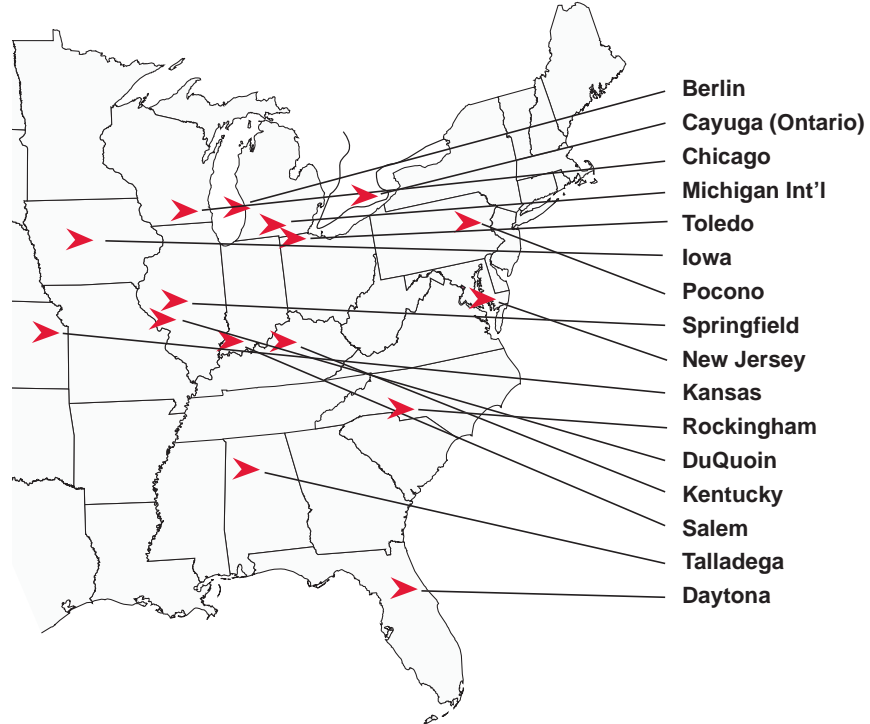


Great Clips®



### Distribution

The ARCA RE/MAX Series season annually consists of a 20-23 race schedule of events, visiting up to 18 major markets in more than a dozen states.



Series officials are forecasting a 20-22 race schedule for 2009, with the season spanning from early February thru mid-October.



## The Best Markets

The ARCA RE/MAX Series will visit 15 of the top 100 markets in the U.S., including four of the top 20.

Track	Rank	Designated Market	TV	% of US
		Area (DMA)	Households	
Chicagoland	3	Chicago, IL	2,455,020	3.10
Pocono	4	Philadelphia, PA	2,941,450	2.642
Michigan	11	Detroit, MI	1,938,320	1.741
Daytona	19	Orlando/Daytona Beach, FL	1,395,830	1.254
Rockingham	25	Charlotte, NC	1,085,540	0.962
Nashville	30	Nashville, TN	944,100	0.848
Kansas	31	Kansas City, MO	913,280	0.82
Kentucky	33	Cincinnati, OH	886,910	0.797
Berlin	39	Grand Rapids/Kalamazoo, MI	734,670	0.66
Talladega	40	Birmingham/Anniston, AL	723,210	0.65
Salem	48	Louisville, KY	648,190	0.582
Toledo	71	Toledo, OH	425,820	0.382
Iowa	73	Des Moines, IA	417,900	0.375
DuQuoin	80	Cape Girardeau, MO/Harrisburg, IL	384,510	0.345
Springfield	82	Champaign/Springfield, IL	378,150	0.34





## Attendance

With venues ranging in size from 4/10 of a mile to 2.66 miles, and seating capacities from 7,500 to 200,000, average attendance is in the 20,000 range overall

<u>Year</u>	<u>Total Attendance</u>	<u>Average Attendance</u>
2007	483,150	21,006

### 2008 Year To Date Attendance

<u>Date</u>	<u>Event</u>	<u>Attendance</u>
2/9/08	Daytona Int'l Speedway	90,000
4/13/08	Salem Speedway	1,600
4/19/08	Iowa Speedway	16,000
4/26/08	Kansas Speedway	10,000
5/4/08	Rockingham Speedway	19,000
5/10/08	Kentucky Speedway	10,500
5/18/08	Toledo Speedway	5,000
6/7/08	Pocono Raceway	30,000
6/13/08	Michigan Int'l Speedway	25,000
6/29/08	Cayuga Motor Speedway	2,000
7/18/08	Kentucky Speedway	5,000
7/26/08	Berlin Raceway	5,000
8/2/08	Pocono Raceway	40,000
8/9/08	Nashville Superspeedway	30,000
8/17/08	Illinois State Fairgrounds	8,000
9/1/08	DuQuoin State Fairgrounds	9,000
9/6/08	Chicagoland Speedway	35,000
9/13/08	Salem Speedway	9,500
9/28/08	New Jersey Motorsports Park	10,000
10/3/08	Talladega Superspeedway	30,000
10/12/08	Toledo Speedway	<u>6,500</u>
	<b>TOTAL ATTENDANCE</b>	<b>397,100</b>
	<b>AVERAGE ATTENDANCE</b>	<b>18,910</b>





RE/MAX Series annually visits some of the biggest motorsports stages in North America, including the superspeedways of Daytona, Pocono and Talladega, ultra-modern tracks in Chicago and Kansas and the historic Rockingham Speedway.

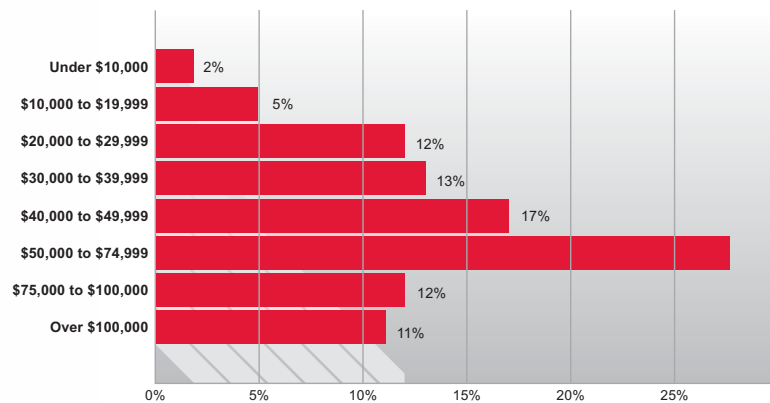




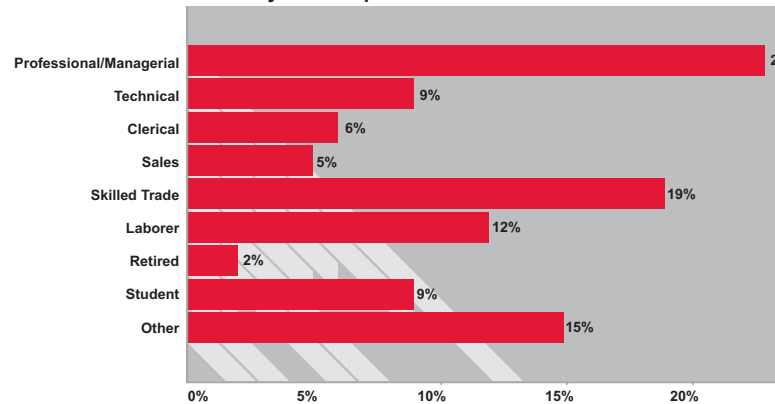
### On-Site Demographics

The 2008 ARCA RE/MAX Series Demographic Survey reveals that ARCA Fans are among the most sought-after demographic for sports marketers.

2008 Total Family Income

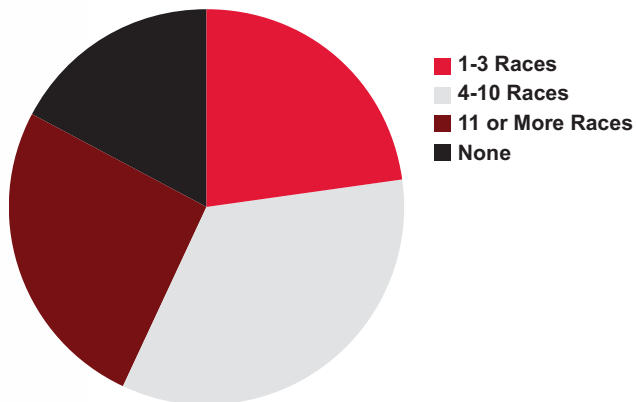


What is your occupation?

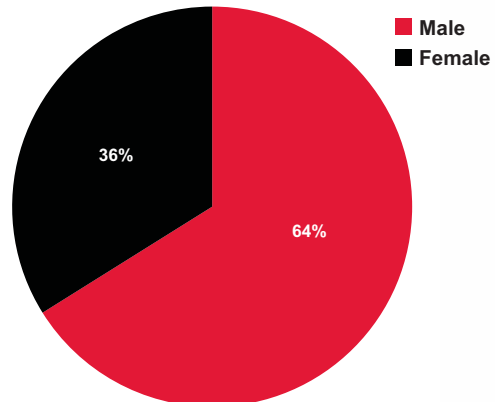




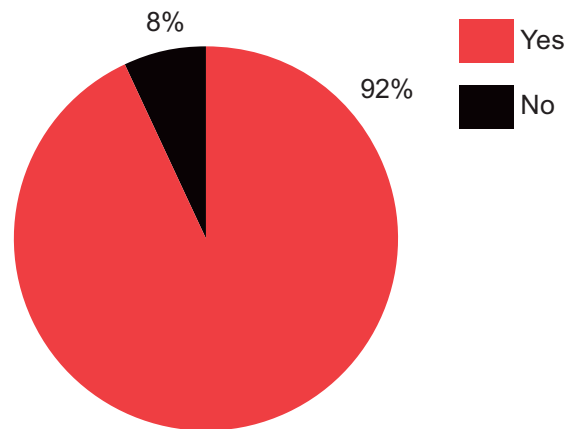
How many ARCA races did you watch on TV in 2008?



Are you male or female?



Do you purchase brand-name products that sponsor racing?





### Coast to Coast, Border to Border, and Worldwide Exposure

Over the years, the ARCA RE/MAX Series has appeared on ABC, ESPN, TBS, TNT and many other networks, including current broadcast partner SPEED. 2009 will mark the second year of a multi-year agreement with SPEED for approximately 50 percent of the events. Series officials are negotiating with additional networks for coverage of the remainder of the schedule.

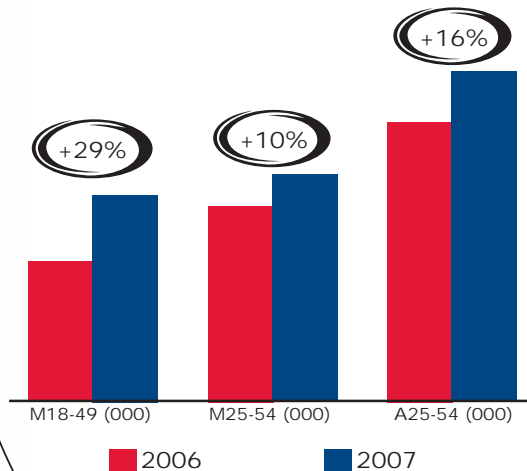
### International Distribution



### SPEED/ARCA Demographics

Demographics	SPEED Prime	ARCA RE/MAX Series
Penetration	72.4M Homes (Dec. '07)	72.4M HOMES (DEC. '07)
Median Age	44.8	50.7
Median HH Income	\$53K	\$53K
Gender Skew (Base: P2+)	73% Male 27 % Male	69% Male 31% Female
Household Delivery	175K	235K
Men 18-49 Delivery	87K	94K
Men 25-54 Delivery	91K	102K
Adults 25-54 Delivery	122K	146K

### ARCA Audience Growth







## Race fans communicate in real time via arcaracing.com

ARCA NATION is a community-based social networking enhancement to arcaracing.com that allows fans, teams, sponsors and ARCA to communicate in real time. The "My Space" type forum for motorsports was introduced during the first quarter of 2008 and has catapulted the capture of fan data, vital to sponsors within the series. ARCA NATION serves as a fan-friendly extension to arcaracing.com, the official website of the ARCA RE/MAX Series, the ARCA Lincoln Welders Truck Series, Flat Rock Speedway, Toledo Speedway and all ARCA-branded properties.

Recent enhancements to arcaracing.com have included the debut of the ARCA Racing Network, which provides live, flag-to-flag coverage of select ARCA RE/MAX Series and ARCA Lincoln Welders Truck Series events through streaming audio broadcasts. The audio feed accompanies arcaracing.com's popular live timing and scoring feature, which is available free of charge to race fans for all on-track sessions of the ARCA RE/MAX Series.

The ARCA Racing Network also includes Inside ARCA Radio, weekly Tuesday night programming that streams live on arcaracing.com and in the Toledo, Ohio, market on WCWA-AM 1230 radio. Each week on Inside the ARCA RE/MAX Series and Inside ARCA, hosts Charlie Turner and Steve Wronkowitz provide listeners with unparalleled ARCA content, including race winner interviews, special guests, statistics, results, news and notes.





## One-On-One Interaction

ARCA RE/MAX Series racing still provides fans, customers and clients with the opportunity to meet the participants up-close and personal on race day. While other forms of racing are leaning towards keeping fans out of restricted areas, ARCA continues to welcome race fans with open arms. These types of experiential opportunities can, and will, provide lifelong impressions.

## Marketing Power

From world-wide exposure to one-on-one interaction, ARCA's power is its reach, accessibility and value proposition. The return on investment through an ARCA Marketing Program is measurable and quantifiable.

The power of motorsports marketing... Through the ARCA RE/MAX Series... Experience the power for yourself...



## 2009 SCHEDULE

DATE	TRACK	LOCATION
2-7	Daytona Int'l Speedway	Daytona Beach, FL
4-5	Salem Speedway	Salem, IN
4-19	Rockingham Speedway	Rockingham, NC
4-24	Talladega Superspeedway	Talladega, AL
5-9	Kentucky Speedway	Sparta, KY
5-17	Toledo Speedway	Toledo, OH
6-6	Pocono Raceway	Long Pond, PA
6-12	Michigan Int'l Speedway	Brooklyn, MI
6-20	Mansfield Motorsports Park	Mansfield, OH
6-28	Cayuga Motor Speedway	Hagersville, ON
7-11	Iowa Speedway	Newton, IA
7-18	Kentucky Speedway	Sparta, KY
7-25	Berlin Raceway	Marne, MI
8-1	Pocono Raceway	Long Pond, PA
8-23	Illinois State Fairgrounds	Springfield, IL
8-28	Chicagoland Speedway	Joliet, IL
9-4	Toledo Speedway	Toledo, OH
9-7	DuQuoin State Fairgrounds	DuQuoin, IL
9-13	New Jersey Motorsports Park	Millville, NJ
9-19	Salem Speedway	Salem, IN
10-1	Kansas Speedway	Kansas City, KS
10-11	Rockingham Speedway	Rockingham, NC





Thank you

For taking a few minutes to explore the ARCA RE/MAX Series.

To learn more about ARCA, and the ARCA RE/MAX Series, please visit our website at [www.arcaracing.com](http://www.arcaracing.com).

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