



Professional

Drag Boat Racing



June 11-13, 2010

Demographics

WHY SUPPORT A DRAG BOAT MOTORSPORT RACE EVENT?

Motor sports sponsorships in the United States this year will exceed \$1 billion. This amount represents 38% of all the sponsorship dollars spent on sports marketing, and is more than twice all the money spent in sponsorship of traditional professional sports such as football, baseball, hockey and basketball. One in six sponsorship dollars spent in this country is spent on motor sports marketing.

The power of motor sports sponsorship is unsurpassed for name recognition and advertising value. Motor sports fans know more than any other sports fan, that sponsorship of racing events is the only way to keep the sport that they love alive. Motor sports sponsorship is perceived by race fans as an important part of the event, not as an unwelcome interruption to the event. In a survey of over 1,000 race fans, as shown in the following demographic profile, 67% of race fans indicate that event sponsorship positively impacts their purchasing decisions.

The excitement generated at a drag boat race directly translates to excitement regarding your product or service. Beyond merely having your name associated with the event, there are also opportunities to promote and/or sell your product or service at the race itself. Below are the results of a survey which shows what race fans are buying.

Products Purchased Monthly	
Soft Drinks	89%
Beer	75%
Thirst Quencher	41%
Camera, Film	58%
Batteries	56%
Candy Bar	55%
Pain Reliever	58%
Tobacco Products	43%
Video Rental	53%

Products Purchased in 2008	
Motor Oil	82%
Oil/ Air Filters	78%
Car Batteries	36%
Spark Plugs	59%
Auto Accessories	63%
Misc Auto Parts	64%
Hand Tools	64%
Compact Discs	58%
Power Tools	41%



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MOTOR SPORT FAN DEMOGRAPHICS

GENDER	
Male	68%
Female	32%

MARITAL STATUS	
Married	70%
Single	30%

AGE	
Under 18	8%
18-24	11%
25-34	45%
35-44	21%
45-54	9%
55 and over	6%

ANNUAL INCOME	
Under 15K	3%
15-24K	7%
25-34K	11%
25-49K	26%
50-74K	39%
Over 75K	14%

EDUCATION (Highest Level)	
High School or Trade/Voc	16%
Some College	33%
College Grad	35%
Post Grad	16%

HOME OWNERSHIP	
House - Own	69%
House - Rent	11%
Mobile Home	6%
Apartment	12%
Other	2%

OCCUPATION	
Skilled Labor	32%
Professional	39%
Managerial	14%
Student	9%
Retired	6%

DISTANCE TRAVELED TO ATTEND EVENT	
1 - 49 mi	44%
50 - 99 mi	24%
100 - 249 mi	18%
250 - 499 mi	9%
500 & Up	2%

MOTOR VEHICLE OWNERSHIP	
Automobile	80%
Truck	63%
Camper/RV	15%
Boat	33%
Personal Watercraft	46%
Off Road Vehicle	36%
Motorcycle	12%

DOES SPONSORSHIP EFFECT PURCHASING DECISION	
DEFINITELY	67%
SOMEWHAT	23%
NOT AT ALL	8%
DO NOT KNOW	2%