



NATIONALGUARD.com

No. 88 NASCAR Program
2013 Return On Investment (ROI) Report

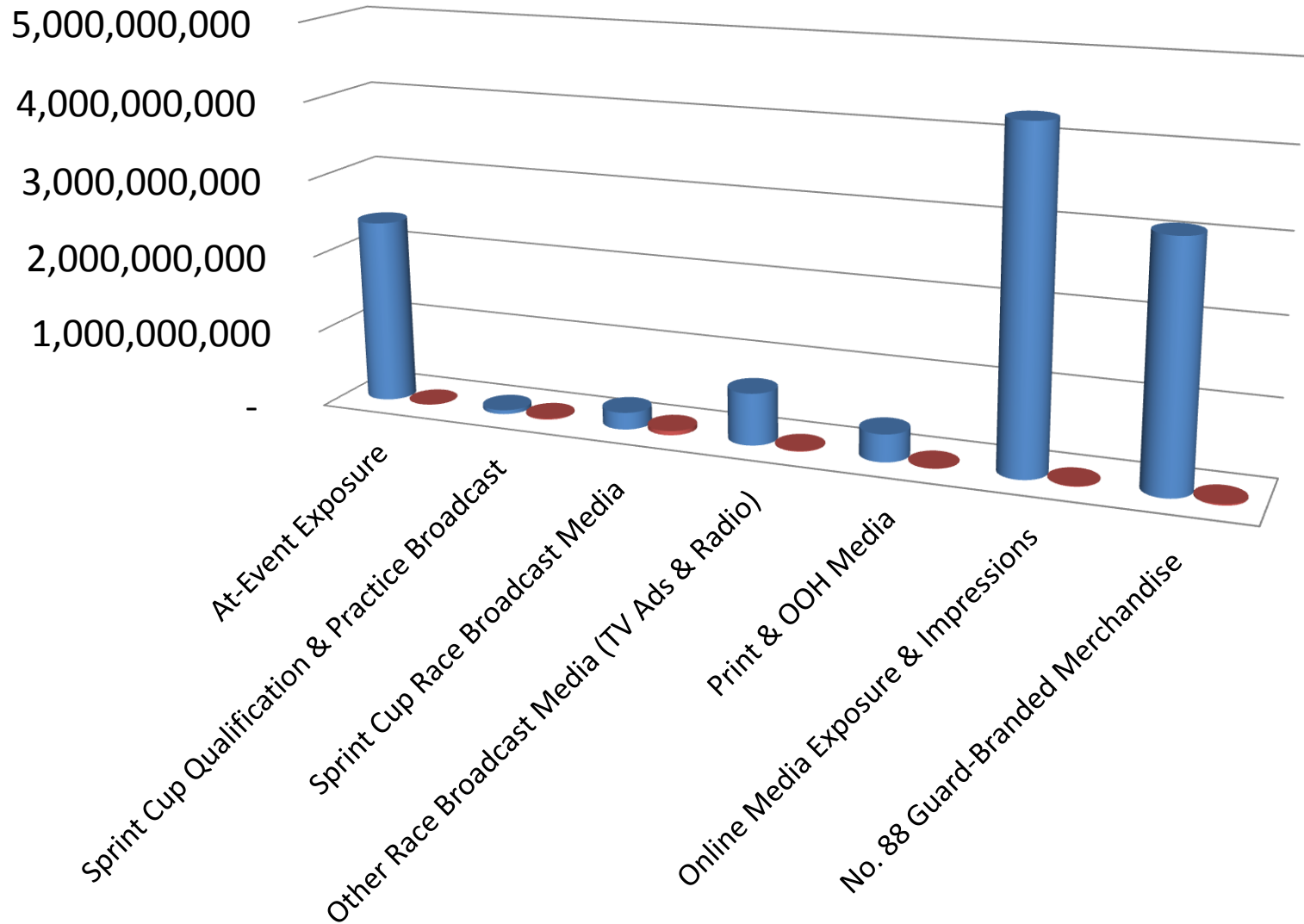


**2013 NO. 88 NATIONAL GUARD ROI TOTAL
IMPRESSIONS AND MEDIA VALUE**

TOTAL ROI	IMPRESSIONS	MEDIA VALUE
At-Event Exposure	2,378,617,820	\$1,353,396.00
Sprint Cup Practice and Qualification Broadcast Media Exposure	52,030,000	\$12,742,147.00
Sprint Cup Race Broadcast Media Exposure	220,362,000	\$53,981,037.00
Other Broadcast Media (Local Advertising - TV & Radio)	670,457,278	\$7,561,805.35
Print & OOH Media	355,570,142	\$2,624,563.46
Online Media Exposure & Impressions	4,280,475,875	\$7,243,629.00
Merchandise	3,101,343,811	\$16,920,000.00
TOTALS:	11,058,856,926	\$102,426,577.81

2013 NO. 88 NATIONAL GUARD ROI

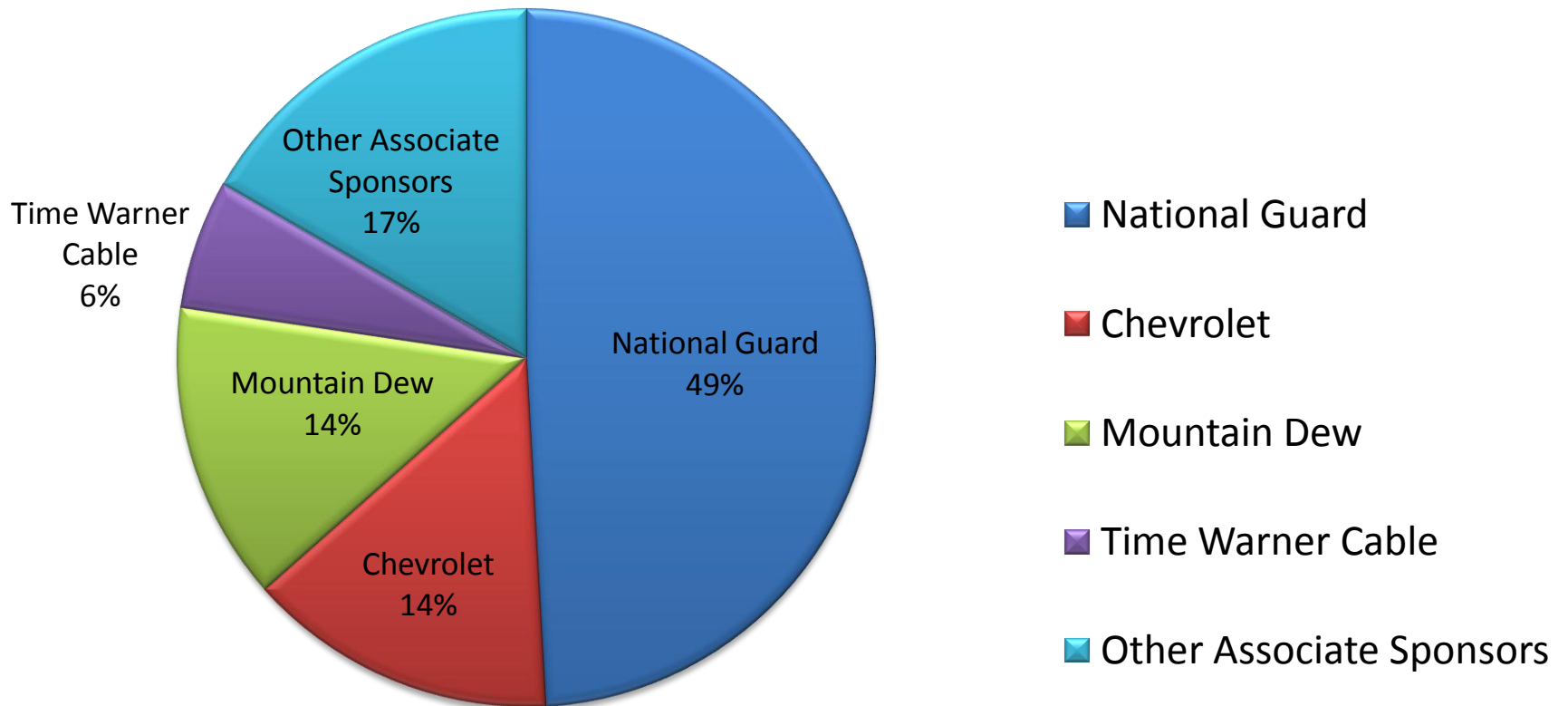
TOTAL IMPRESSIONS & MEDIA VALUE



■ Total Impressions: 11,058,856,926

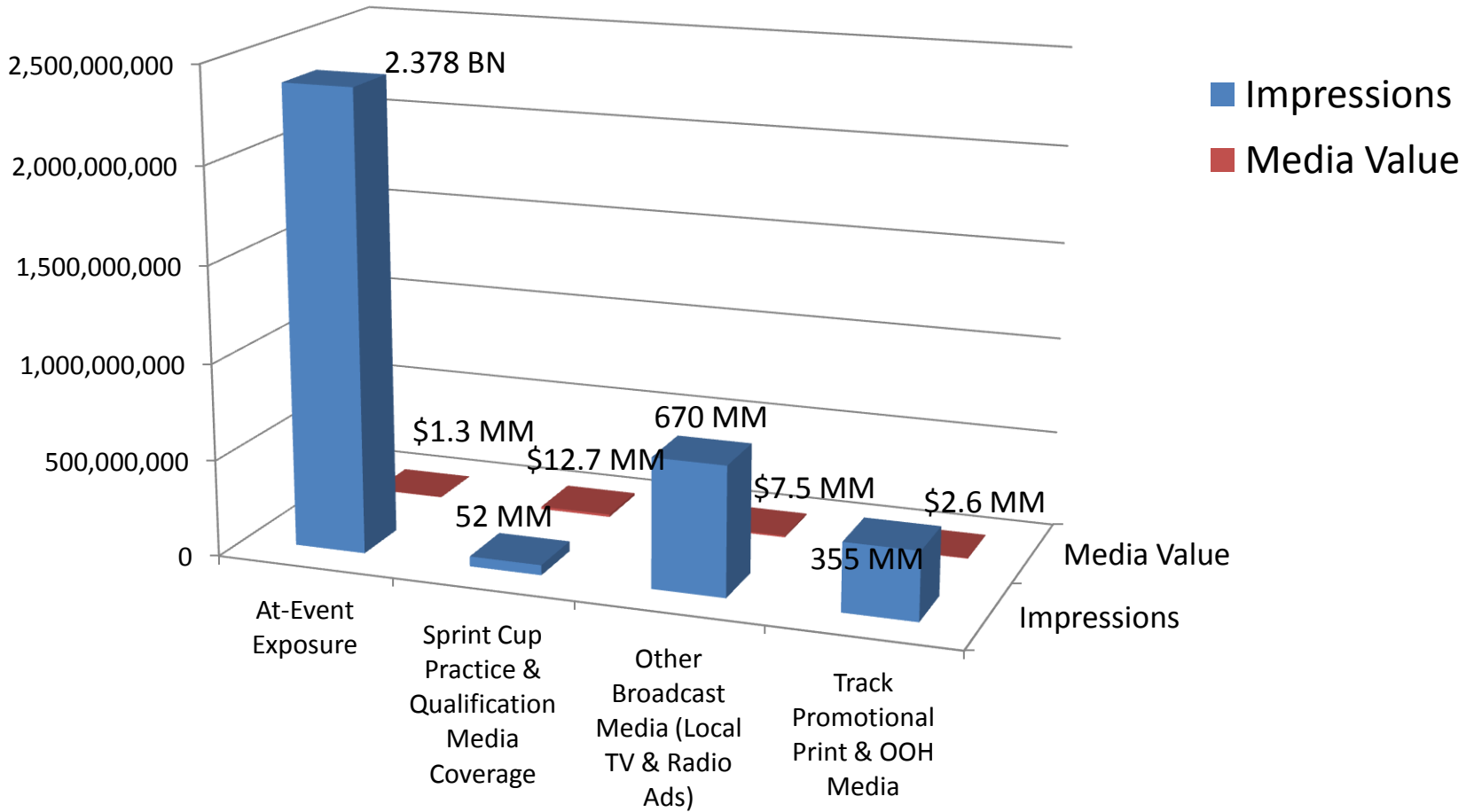
■ Total Media Value: \$102,426,577.81

2013 NO. 88 RACE BROADCAST MEDIA EXPOSURE SPONSOR BREAKOUT

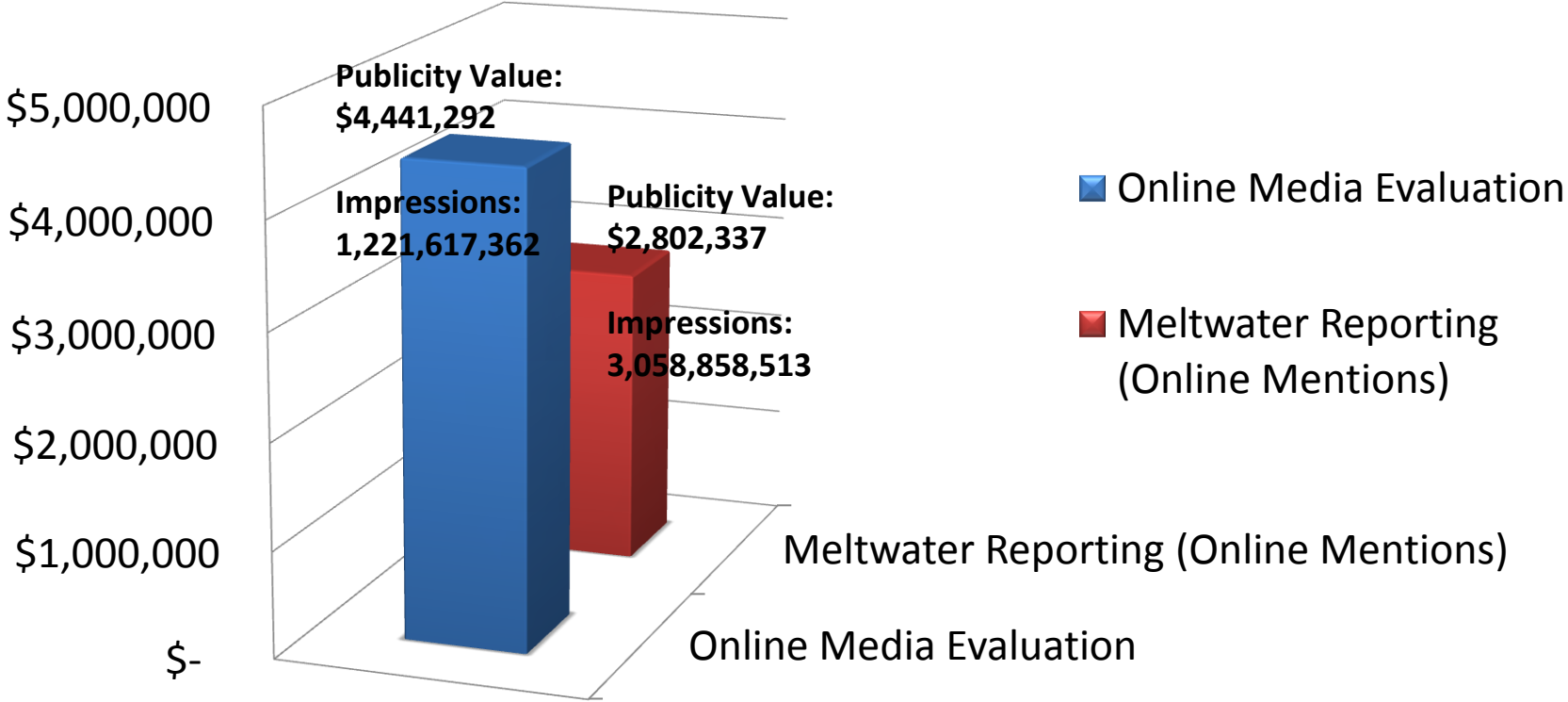


**The National Guard's 100% cumulative Media Equivalency for 2013 is \$53,981,937.
Total Impressions: 220,362,000**

AT-EVENT TRACKSIDE, SPRINT CUP PRACTICE & QUALIFICATION, OTHER (MISC.) BROADCAST, PRINT & OOH MEDIA EXPOSURE



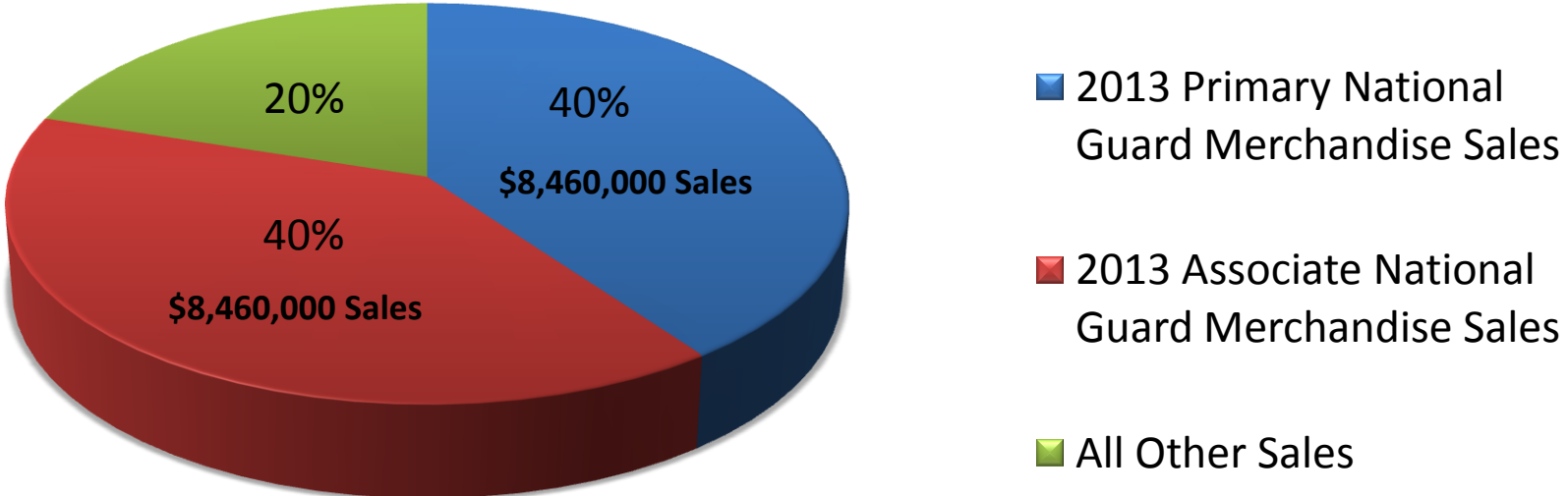
2013 NO. 88 NATIONAL GUARD ONLINE MEDIA EXPOSURE & IMPRESSIONS



Online Media Evaluation: Images from 51 reputable media sources which scan the various media for name or logo occurrences in images

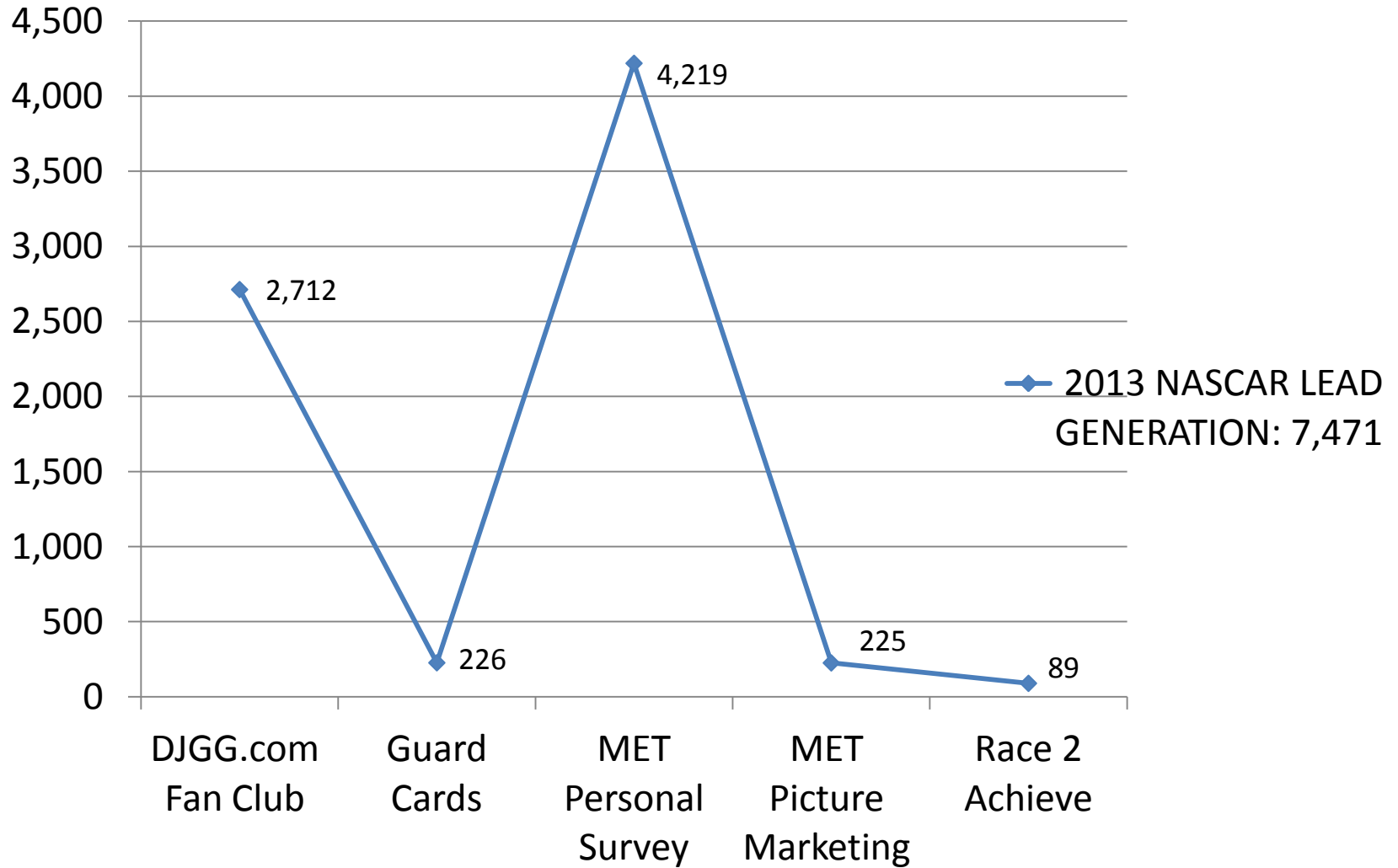
Meltwater Reporting (Online Mentions): 190,000 online global news sources which scan for online mentions

2013 NO. 88 NATIONAL GUARD-BRANDED MERCHANDISE SALES REPORT



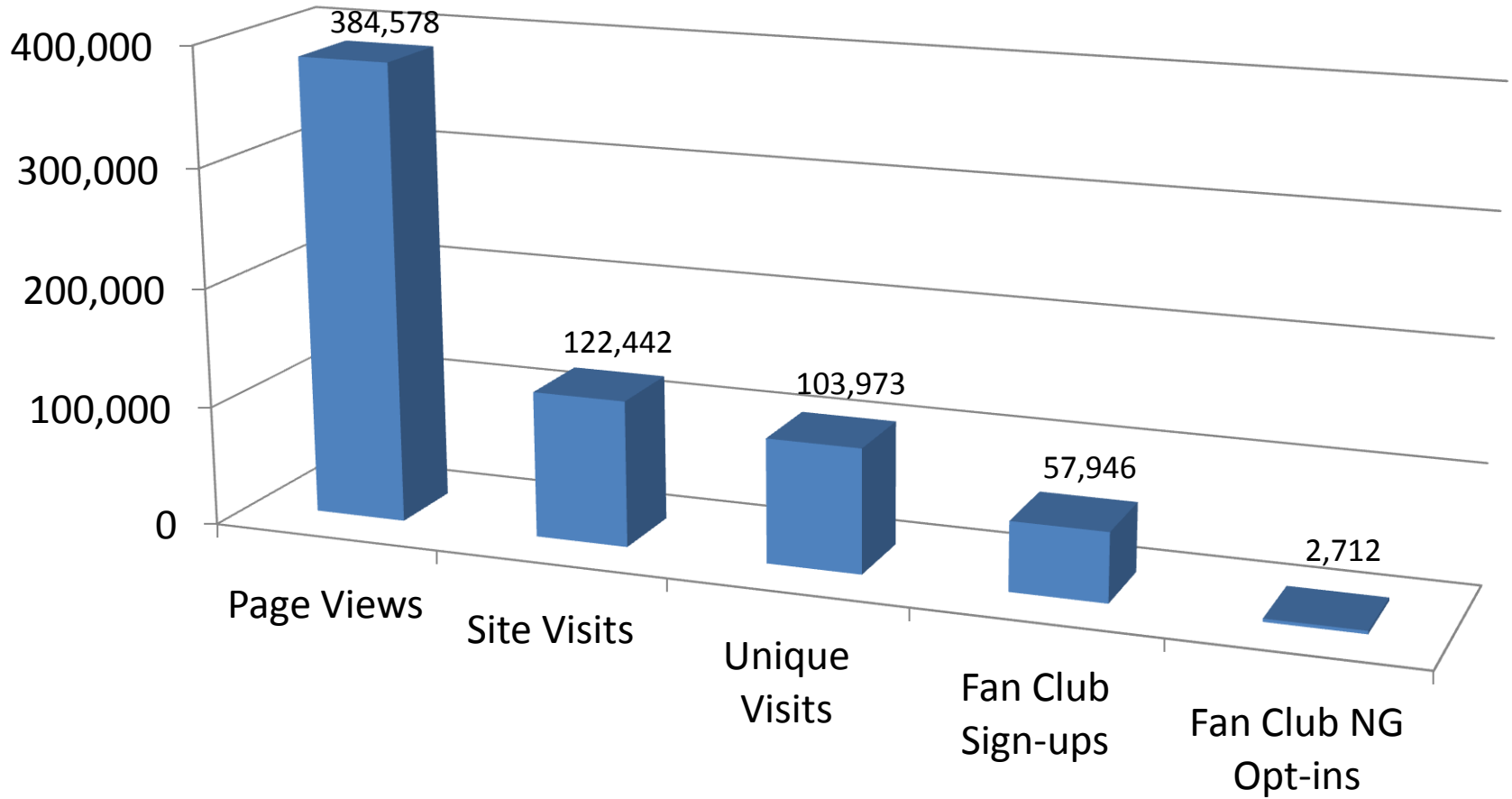
- No. 88 National Guard primary and associate (co-branded) merchandise sales were upwards of **\$16,920,000**, which amounted to **1,788,581** units sold and over **3 billion** impressions over time.
 - 913,107 NG Primary Branded Units Sold
 - 875,474 Associate/Co-Branded Units Sold

2013 NASCAR LEAD GENERATION: 7,471 LEADS



2013 DALEJRGUARDGARAGE.COM STATS

February-December 2013



RACE 2 ACHIEVE STATISTICS AUGUST 2013- DECEMBER 2013

- **Program launched in August 2013**
- **397** different schools participating in R2A
- **1,327** total classrooms
- **493** different math educators are teaching R2A
- **35,725** high school students are expected to be taught R2A by the end of the school year
- **All 50 states** currently have a school using R2A
- **100% of teachers** describe their students' response to R2A as very or somewhat enthusiastic
- **56% of teachers** said they learned more about opportunities in the National Guard
- **100% of teachers** describe their response to R2A as very or somewhat enthusiastic
- **88% of teachers** said they would definitely implement R2A again



**Statistics are based on the following timeframe: August 2013-December 2013. The program corresponds with the standard school year, therefore the final R2A results will not be accessed until June 2014.*

RACE 2 ACHIEVE AUGUST 2013-DECEMBER 2013



2013 POPULARITY & FAN-BASE STATS

- 2013 NASCAR NMPA Most Popular Driver for the 11th consecutive year
- Has appeared on Harris Interactive 's annual survey of America's Top 10 Favorite Athletes, frequenting the list with names such as Michael Jordan, Kobe Bryant, Peyton Manning and Derek Jeter
- Ranked #2 among NASCAR drivers in Davie Brown Index
- Ranked #7 in *Forbes* magazine's 2012 list of "Most Influential Athletes"
- In 2013, *Business Week* magazine named Dale Jr. to its top 100 most influential people in sports, ranking him 38th overall.
- Ranked #30 in Bloomberg's 2013 Power 100 list
- 115 career top-five finishes; 13 career pole positions; 19 career NASCAR Sprint Cup Series victories
- Finished the 2013 season with 22 top-ten's (best of his career), and an average finishing position of 12.6 (third-best of his career)

NASCAR SPRINT CUP SERIES STATISTICS

2013 HIGHLIGHTS

- National Guard ranked in the top-5 among team sponsors in the series, producing more than \$13MM with exposure on all four Hendrick drivers. *Repucom
- 11.2 million households watched the 2013 Daytona 500, up by 2.1 million from 2012.
*Repucom
- NASCAR fans are loyal--70% of NASCAR fans feel loyal to a company that sponsors an event or sport they follow (19% more likely than all sports fans)
- NASCAR fans consider sponsors-- 76% of NASCAR fans are likely to consider a brand that sponsors an event or sport that they follow (15% more likely than all sports fans).
- One of the greatest things about sports entertainment is that it must be watched live. This makes sports entertainment very valuable among advertisers.
- NASCAR is rated #1 in brand exposure value among all major league sports marquee events.

NASCAR SPRINT CUP SERIES STATISTICS

2013 HIGHLIGHTS

- Nearly 70 million unique viewers tuned in to watch the NASCAR Sprint Cup Series on television in 2013
- NASCAR is the dominant regular-season sport from February-July
- NASCAR Sprint Cup Series (NSCS) events ranked among the top-2 sports of the weekend on television 22 out of 36 points events weekends in 2013
- The Sprint Cup Series averaged 5.8 million viewers tuned in per event in 2013, an increase of 1 percent over 2012
- The Sprint Cup Series was the No. 1 sporting event on cable television for 18 of the 20 points events weekends in 2013
- NASCAR drivers rank #1 as role models across the U.S. population, beating out PGA golfers and NFL, MLB, NHL & NGB players
- The NSCS was up +40% among Hispanic viewers (English broadcast)

NASCAR SPRINT CUP SERIES STATISTICS

2013 HIGHLIGHTS

- Overall viewership of the 2013 NASCAR Sprint Cup Series was mixed with regard to gender and age. Female viewership was up 6 percent; with adults 18-34 up 3 percent; males 18-34 up 4 percent; Hispanics up 40 percent.
- The top-five largest NASCAR markets based on household viewership in 2013 were Los Angeles, Tampa, Charlotte, New York and Orlando. Twenty-nine major markets experienced ratings equal to or greater than 2012.
- Markets experiencing the largest year-over-year rating increases for the Sprint Cup Series include Portland (up 40 percent), Chicago (31 percent), San Francisco (31 percent), Tulsa (25 percent), Tampa (22 percent) and Memphis (22 percent).
- The Chase for the NASCAR Sprint Cup averaged 4.5 million viewers per race on ABC/ESPN, an increase of 6 percent over 2012.
- Many key growth segment demographics showed increased viewership during the Chase: kids 2-17 (up 15 percent), adults 18-34 (7 percent), males 18-34 (7 percent) and Hispanics (87 percent).

ROI REPORT SOURCES

- At-Track Event Exposure – Docupak and Jayski Track Attendance Report
- Sprint Cup Practice and Qualification Coverage – Docupak & Nielson Report statistics
- Sprint Cup Race Broadcast Exposure – Repucom (Media Value), Nielson Report on Viewership (Impressions)
- Other Broadcast Media (Local Advertising - TV & Radio) – Docupak & data from local sources
- Track Promotional Print & OOH Media Exposure - Docupak & data from local sources
- Online Media Exposure- Online Media Evaluation & Meltwater Reporting (Reports provided by Hendrick Motorsports, LLC.)
- Merchandise Sales – JR Motorsports (Sales Report), Docupak & Global Advertising Specialties Impressions Study (Impressions)
- Dale Jr. Statistics- Hendrick Motorsports, LLC. & Repucom
- NASCAR Sprint Cup Series Statistics “2013 Highlights”- The Nielsen Company & Repucom

** The media values and impressions provided by Docupak were calculated based on industry statistics and third-party study analysis; some assumptions were made, but all calculations were computed on the low end of the media reach spectrum.*