

Ryan **VARGAS**

6

JD

**MOTORSPORTS
w/ Gary Keller**



**2021 NASCAR Xfinity Series
Season Partnership Proposal**



THE TEAM OWNER: JOHNNY DAVIS.



□ Johnny Davis, Owner of JD Motorsports, has been involved in NASCAR competition for over 35 years and is a life-long resident of Gaffney, SC.

□ He began as a crew member and fabricator for several Winston Cup and Busch Series teams. As a crew member, Davis won a NASCAR Busch Series Championship with Larry Pearson in 1987.

□ Davis is one of the longest-running, active team owners in all of NASCAR having first fielded cars in 1983.

□ JD Motorsports became a full-time, multi-car team in 2002.

□ Davis and the JD Motorsports team have weathered many challenges over the years and have continued to come back stronger in every year of NASCAR racing.



THE DRIVER: RYAN VARGAS.



- ❑ **La Mirada, California's Ryan Vargas is more than just another young racer with a dream of making it to the top of NASCAR's ladder. Now 20 years old, Vargas has become a known name in the sport of NASCAR.**
- ❑ **In 2019, Vargas made the jump to the NASCAR Xfinity Series, garnering five Top-20's and one Top-10 (8th-Texas Fall 2020) in his twelve career starts.**
- ❑ **Ryan will drive for JD Motorsports with Gary Keller in 2021 to pilot the No. 6 Chevrolet throughout the entire NASCAR Xfinity Series season.**
- ❑ **Ryan is a member of the NASCAR Drive for Diversity program which highlights young drivers of minority backgrounds as they begin their careers.**

JD MOTORSPORTS IS ON THE RISE



JD Motorsports as a team has been steadily gaining momentum over the years, and is now the #1 non-NASCAR Cup Series affiliated team in the Xfinity Series.

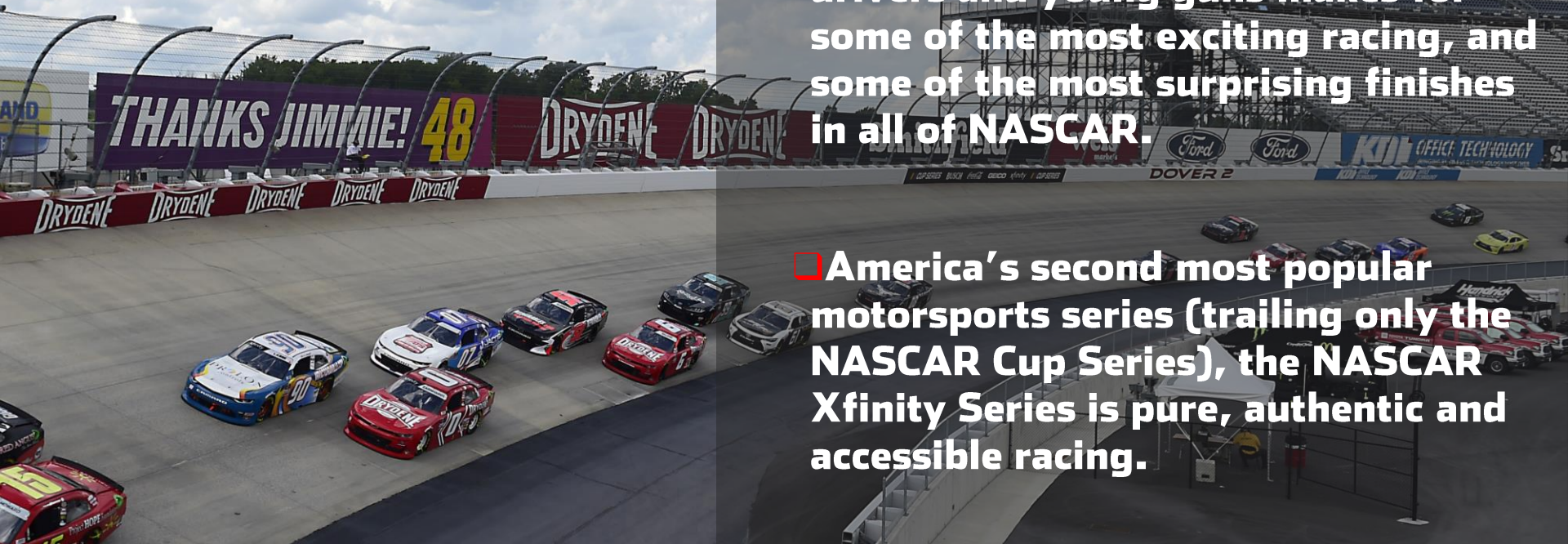
Team stats for 2015-Present include:

- **One Playoff Appearance**
- **4 Top 5 finishes**
- **30 Top 10 finishes**
- **Countless Top 15 finishes**
- **32 laps led by JDM cars**
- **5 races with two JDM cars in the top-ten**

NASCAR XFINITY SERIES. NAMES ARE MADE HERE.



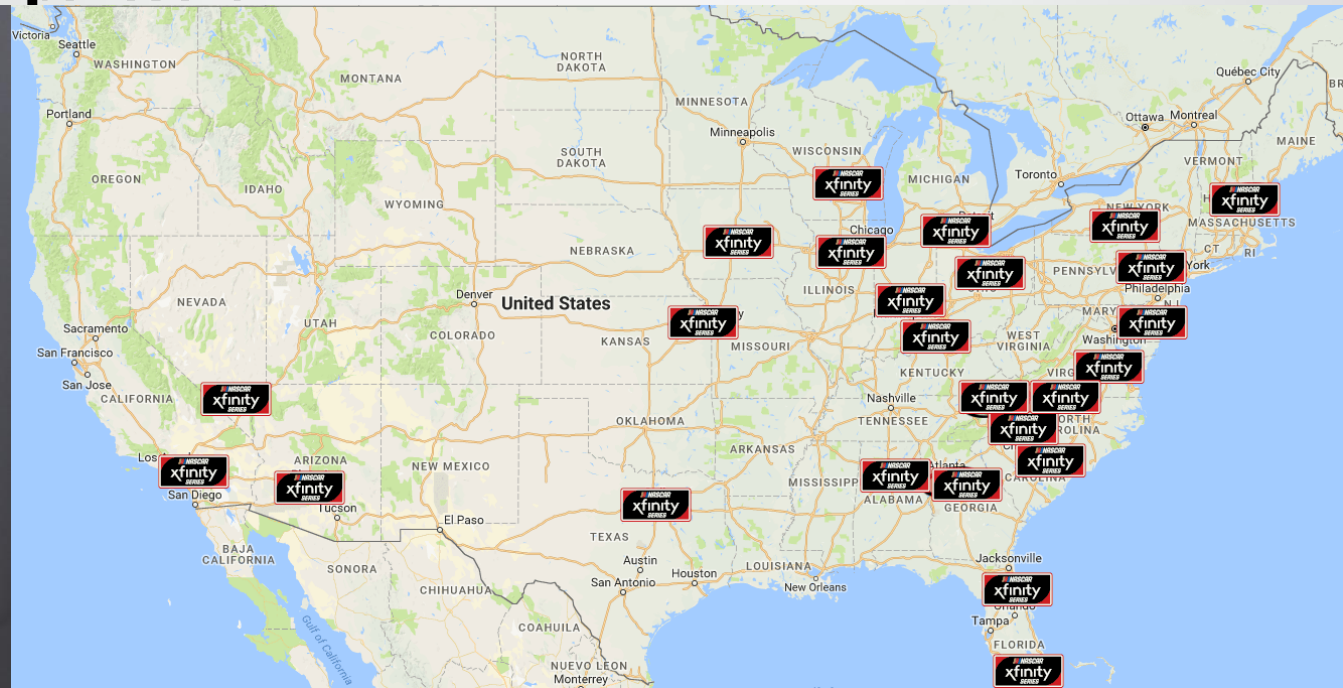
- ❑ The Xfinity Series is a mixture of NASCAR's top stars and young, new faces eager to make their mark in the racing world.
- ❑ The unique combination of veteran drivers and young guns makes for some of the most exciting racing, and some of the most surprising finishes in all of NASCAR.
- ❑ America's second most popular motorsports series (trailing only the NASCAR Cup Series), the NASCAR Xfinity Series is pure, authentic and accessible racing.



NATIONWIDE EVENTS, GLOBAL AUDIENCE.



- ❑ The Xfinity season features **33** events at **24** tracks across the U.S., 29 of which are companion weekends with the NASCAR Cup Series.
- ❑ Over **32** million unique television viewers have tuned in to the Xfinity Series in 2019.
- ❑ In 2019, the Xfinity Series has averaged **3.44** million television viewers tuned in per event.



NASCAR FAN DEMOGRAPHICS



NASCAR Fan Base Demographics

61% Male



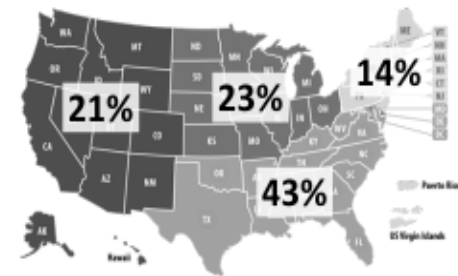
39% Female



\$
\$71,000
Average Household Income



Geographic Distribution



Top 5 NASCAR Markets (by number of people interested in the sport)

1. Los Angeles
2. New York
3. Atlanta
4. Philadelphia
5. Chicago

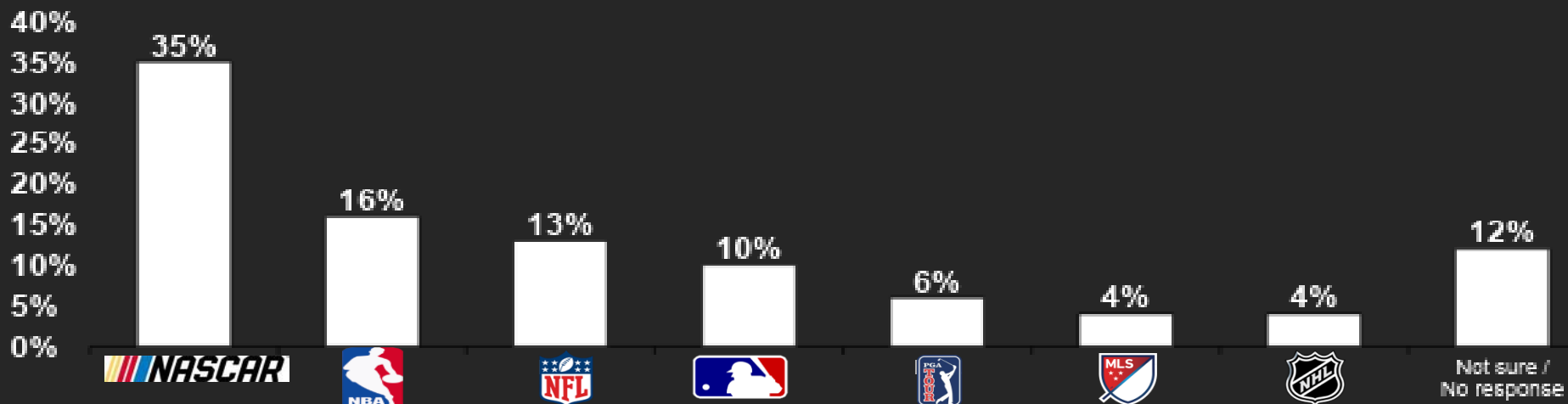
Source: Nielsen Scarborough (USA+ Release 1, 2018). Field dates: December 2016 – May 2018. Sample size is approximately 45,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.

NASCAR SPONSORSHIP FAN LOYALTY



“NASCAR sponsorship is the best buy in marketing. The combination of awareness, favorability and effectiveness is unparalleled in the sports world or anywhere else.” Larry DeGaris, Former Director of the Center for Sports Sponsorship, JMU






Proportion of Sports Industry Executives who Indicate Each League Does the Best Job in Developing Opportunities for Brand Engagement for Sponsors



NASCAR SPONSORSHIP FAN LOYALTY



NASCAR fans are more responsive to sponsorship than fans of other sports.

	Gen Pop					
I feel loyal towards companies that sponsor an event or sport I follow.	52%	78%	68%	75%	65%	75%
When a company sponsors an event or sport that I follow, I am likely to consider that company's brand, product(s), or service(s) for the first time.	60%	83%	76%	81%	74%	81%
After seeing a sponsorship while watching a game/event in-person or on TV, I bought the brand.	13%	23%	20%	22%	18%	22%
After seeing a sponsorship while watching a game/event in-person or on TV, I talked about the brand to friends and family.	16%	25%	21%	24%	21%	25%

SOCIAL MEDIA ENGAGEMENT AMONG FANS



Proportion of each sport's fans who engaged with corporate partners in the following ways after "Liking" or "Following" a brand on social media that had been associated with a sporting event.

