



# ROLLING BILLBOARD

Imagine your billboard with your company's name on it. Imagine having a captive audience that sees this information many times a night, not just passively watching it, but feeling a personal involvement with it. Then add to that the fact that each time your billboard is displayed, an announcer calling out your business name and asking everyone at the viewing to please support and use your business.

That's the magic and excitement of advertising via Sprint Car racing. No other form of advertising provides the raw exhilaration and captive audience. It is a proven marketing tool that helps build brand name awareness and customer loyalty.

By becoming a marketing partner with Paul Sides Racing, you will also gain the benefit of a rolling billboard as the transporters travel to and from the many racing facilities they visit. Your name can be seen by millions of prospective clients from coast to coast each year.

If a business were to select just one promotional tool that would reach multiple markets successfully, motorsports would provide the greatest bang for the buck. The following clips from online references and industry-specific trades give an overview of motorsports from a marketing perspective:



*"More than 150 million Americans are car-racing fans and attend major races, watch races on television and support their favorite drivers at local tracks. Sponsors of racing believe that if you put a race car down in an empty field, it will probably draw a crowd."*

SOURCE: Restaurants USA Magazine

*Performance Research of Newport, Rhode Island, reports that, according to a syndicated 1994 study called "Race Stat," 70 percent of all race fans say they consciously support racing sponsors. When given a choice, they choose a sponsor's products over a non-sponsor's 65 percent of the time.*

*"The fans who follow the sport and congregate for promotions are "not jes' good ol' boys" — 40 percent are women, 46 percent hold college degrees and just as many households report income of more than \$75,000 as under \$15,000. The sport of racing boasts exactly the demographics family restaurants seek: 64 percent are married, 54 percent are aged 25 to 44, and 43 percent live in households with incomes of more than \$40,000."*

SOURCE: Business Week

