



2022 MARKETING PROPOSAL



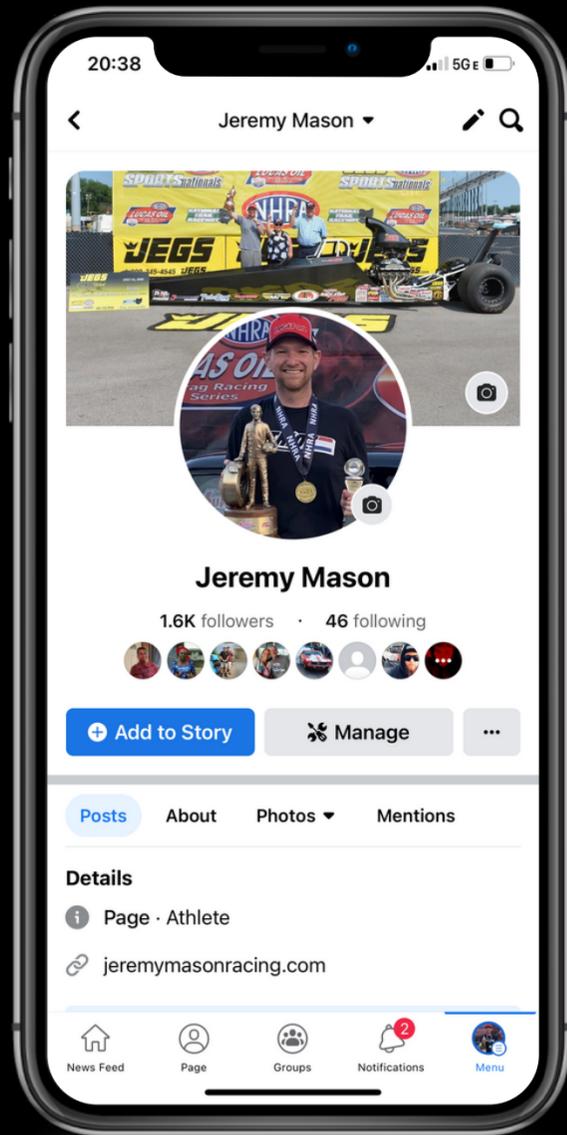
Driver Bio

- 2X World Champion
- 3X JEGS All Star Qualifier
- 2020 JEGS All Star Champion
- 5X National Event Winner
- 6X Divisional Champion

2021 Highlights

- Summit Racing Equipment National Super Gas Champion
- Midwest National Super Gas Champion
- JEGS Sportsnationals Super Comp Champion
- JEGS All Star Competitor in Super Gas

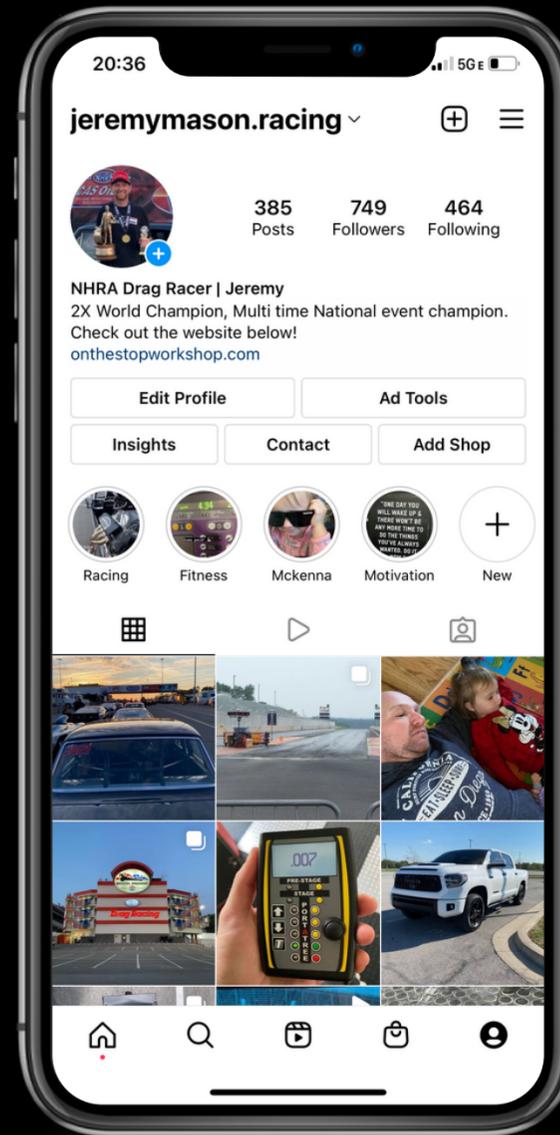
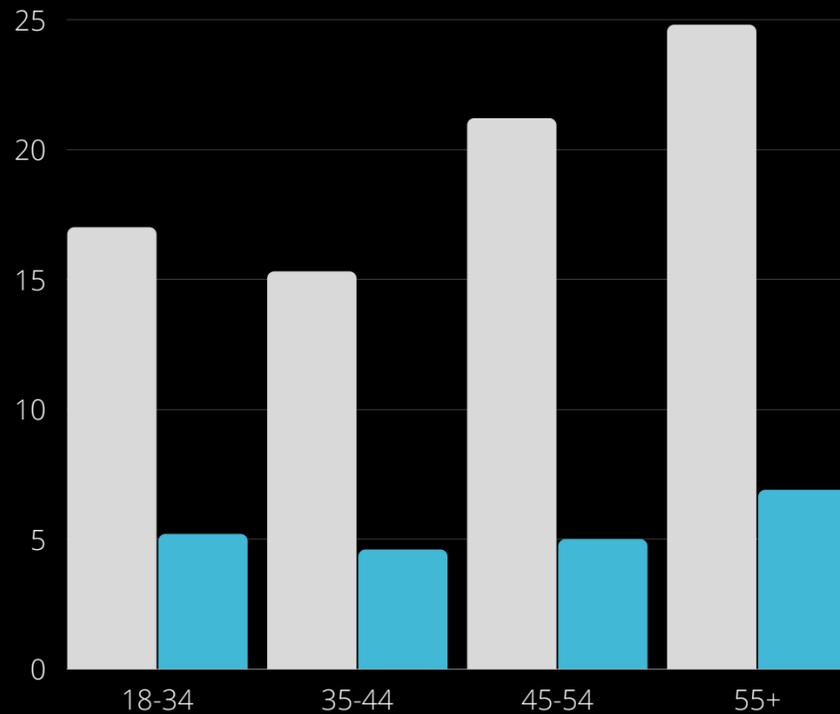
Social Media Overview



Followers: 1.7k

Reach: 23k

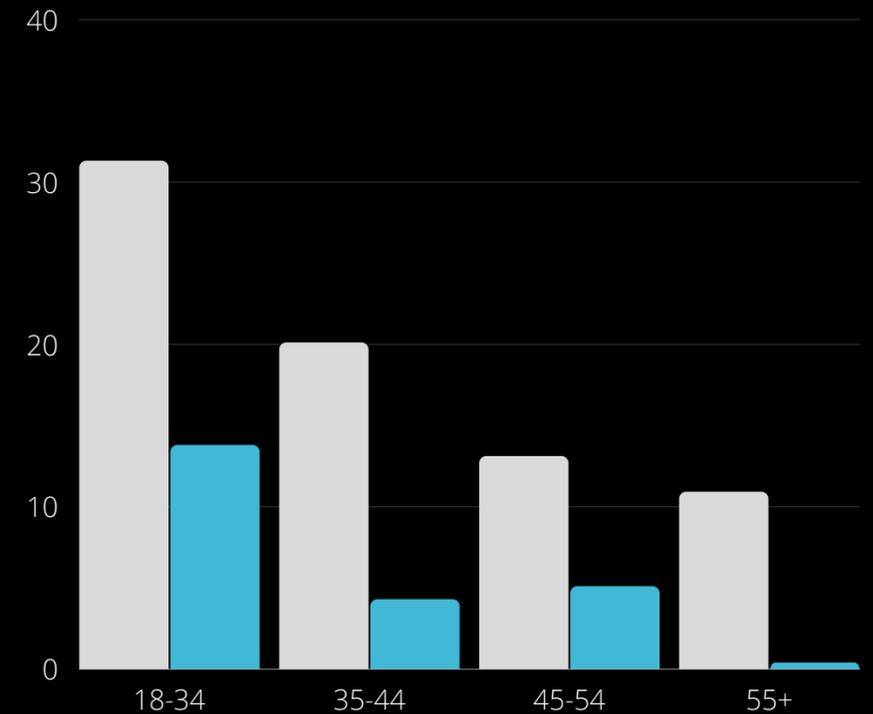
Demographics:



Followers: 752

Reach: 2.8k

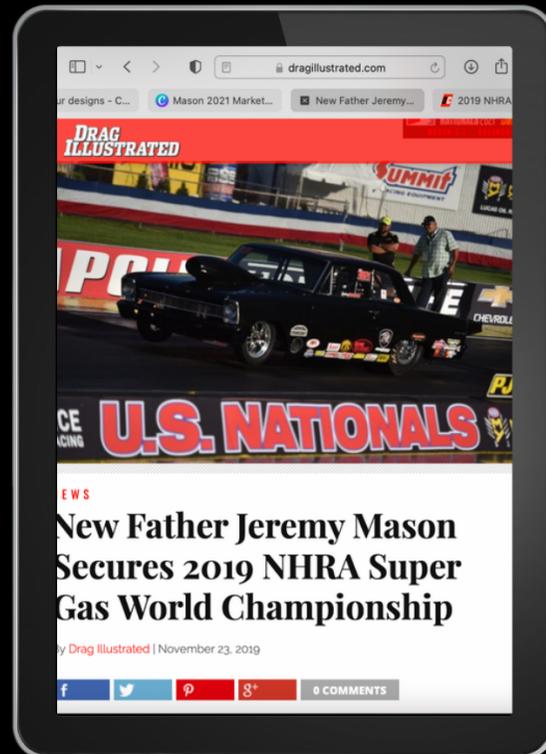
Demographics:



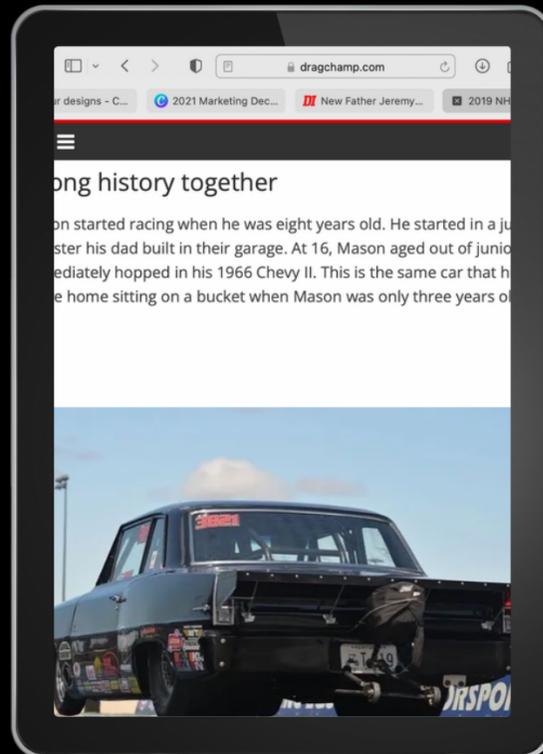
Print Media



Summit Racing
Equipment NHRA
Nationals Super
Gas champion
Jeremy Mason



New Father
Jeremy Mason
Secures Super
Gas World
Championship



Family Race
Car Brings
Success for
Mason



Subscriptions: 310k
Social Following: 2m



Subscriptions: 60k
Social Following: 400k



Your source for Sportsman Drag Racing

Social Following: 32k

TV Coverage



Professional Show
Viewership: 1.111m per show



Sportsman Show
Viewership: 92k per show



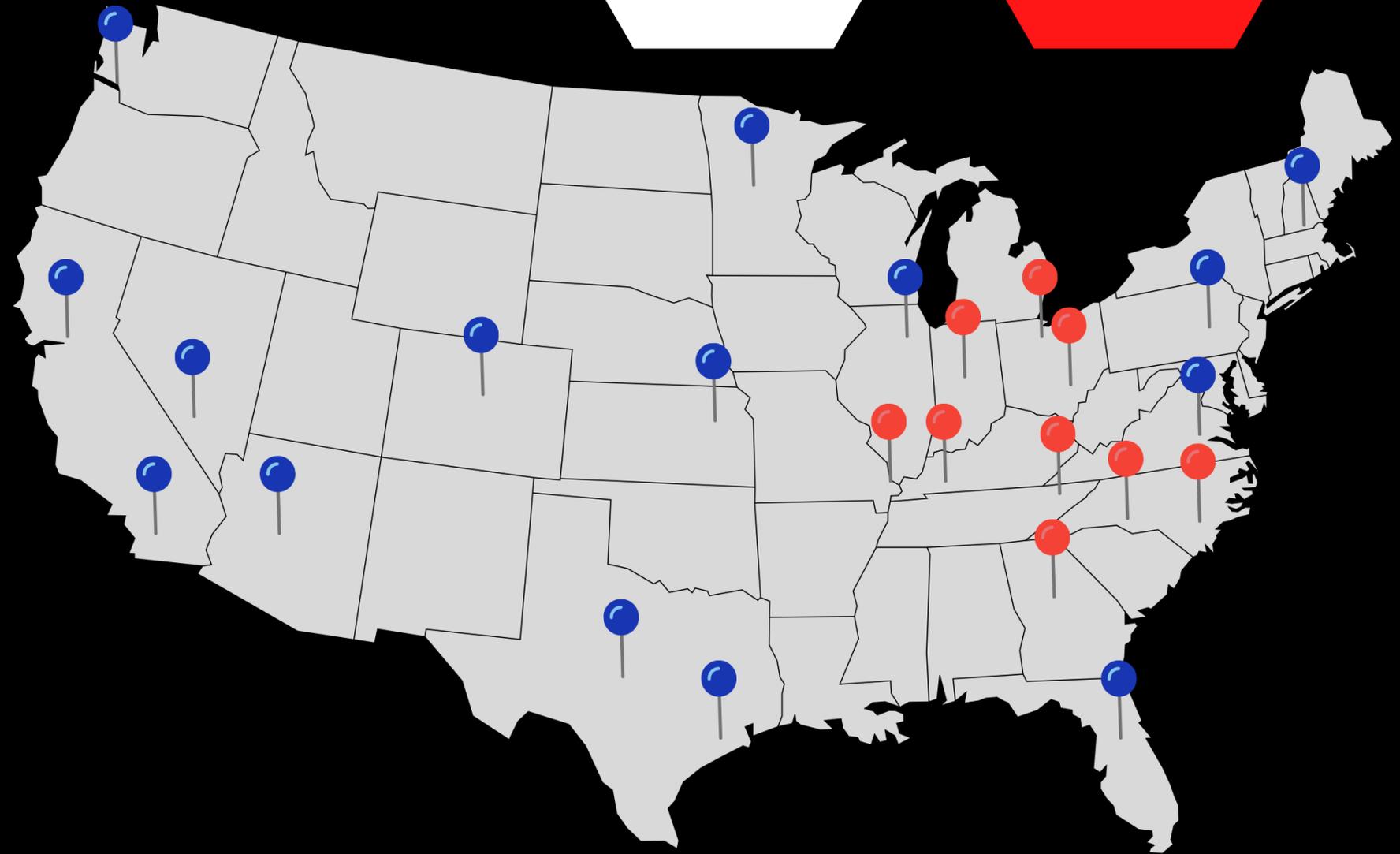
NHRA.tv Streaming
Viewership: 55k per weekend

2021 Event Attendance



NHRA Quick Facts

- 70k average attendance per event
- Every ticket is a pit pass = high traffic
- 20 National event races covering 17 major markets



 JMR Market Attendance

2022 Racing Schedule

Featured Events

Date	Event	Market
April 29 - May 1		Charlotte, NC
June 23 - June 26		Cleveland, OH
TBD		Columbus, OH
Sept 23 - Sept 25		Charlotte, NC
Sept 30 - Oct 2		Saint Louis, MO



- Competition in 6 NHRA Camping World National races
- Average attendance: 70k/event



- Competition in 8 NHRA Lucas Oil Regional races
- Average attendance: 5k/event

Successful completion of 14 races in 2022

Current Partners



Contact

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Scan Here for Website:

