

RaceDayCalendar.com

A Premium Motorsports Brand Asset — Ready to Launch

Domain | Brand | Market Opportunity



The global motorsports industry represents a multi-billion-dollar opportunity.

BRAND OVERVIEW

RaceDayCalendar.com is a premium, category-defining domain name positioned at the intersection of motorsports and digital media. In an industry driven by schedules, seasons, and the electric anticipation of race day, this brand name does exactly what the best brand names do — it tells the audience precisely what they’re getting, instantly.

“RaceDayCalendar” is an intuitive, keyword-rich brand name that immediately communicates its purpose: **the go-to destination for race schedules, event planning, and motorsports culture.** The name is memorable, brandable, and universally understood by racing fans, teams, sponsors, and event organizers across every discipline of competitive motorsports.

This is a **.com domain** — the gold standard in digital real estate. In a marketplace where premium .com domains command six- and seven-figure valuations, RaceDayCalendar.com represents a rare intersection of keyword authority, brand clarity, and market demand. The brand has an **established online presence** with a live website and social media footprint, demonstrating active stewardship and genuine market positioning.

VALUE PROPOSITION

RaceDayCalendar.com is not just a domain — it is a strategic brand asset with inherent competitive advantages:

Instant Brand Recognition. “Race Day” is a universally understood phrase in motorsports culture. It evokes excitement, anticipation, and community. Combined with “Calendar,” it creates an immediately clear value proposition that requires zero explanation. Audiences know what this brand delivers the moment they hear or see the name.

Keyword Authority. The domain contains high-value search keywords — “race day” + “calendar” — that align with millions of annual searches from motorsports fans seeking race schedules, event dates, and season calendars. This natural keyword alignment delivers built-in search engine advantages from day one.

Turnkey Business Platform. RaceDayCalendar.com is ready for deployment as a content hub, e-commerce store, subscription service, mobile app brand, or event-listing platform. The brand name works seamlessly across every channel — web, mobile, print, broadcast, and social media.

Cross-Discipline Appeal. This brand is not limited to a single racing series. It covers NASCAR, Formula 1, IndyCar, MotoGP, NHRA, World Rally, dirt track, endurance racing, drag racing, sim racing, and every form of competitive motorsports worldwide. The addressable market is enormous.

Built-In Audience Intent. Users searching for race day calendars have high commercial intent. They are actively looking for schedules, tickets, merchandise, travel planning, and race-weekend experiences. This is a buyer-ready audience, not passive browsers.

AUDIENCE & MARKET OPPORTUNITY

The global motorsports industry is experiencing significant growth, driven by expanding fan engagement, digital transformation, and new audience demographics. RaceDayCalendar.com is positioned to capture value at the center of this momentum.

Market Indicator	Data Point
Global Motorsports Market Value (2024)	~\$9.5 Billion USD
Projected Market Value (2034–2035)	\$20–22 Billion USD
Compound Annual Growth Rate (CAGR)	8–10%
Digital Fan Engagement During Live Races	39% of fans interact via online platforms
Broadcasting Revenue Share	40.8% of total motorsports market
Sponsorship & Advertising Revenue Share	47% of total revenues
NASCAR Annual Attendance	3+ Million in-person attendees per year
Formula 1 Global TV Audience	1.5+ Billion cumulative viewers

Key Trend

The rise of **sim racing and esports** — including iRacing, Gran Turismo, and F1 Esports — is rapidly bringing younger, digitally native demographics into the motorsports ecosystem. North America holds a dominant market share, driven by NASCAR, IndyCar, and NHRA. Digital-first brands are uniquely positioned to capture this growing audience.

USE CASES FOR BUYERS

RaceDayCalendar.com offers extraordinary versatility. Here are high-value deployment strategies for prospective buyers:

- 1. Motorsports Event Calendar Platform.** Build the definitive online hub for race schedules across all series — NASCAR, F1, IndyCar, MotoGP, local dirt tracks, and more. Monetize through advertising, sponsorships, premium event listings, and featured placements.
- 2. E-Commerce & Merchandise Store.** Sell branded calendars (wall, desk, planner), apparel, and motorsports accessories. The brand name itself is a product line — “RaceDayCalendar” on a calendar cover is an instant sell.
- 3. Subscription & App Service.** Launch a premium mobile app or subscription service with personalized race-day reminders, push alerts, fantasy racing leagues, travel planning tools, and curated race-weekend experiences.
- 4. Content & Media Hub.** Create a content-rich platform with race previews, live results, driver profiles, editorial features, and fan community forums. Attract advertising revenue from automotive, lifestyle, and consumer brands.
- 5. Affiliate & Ticket Sales.** Generate revenue through affiliate partnerships with ticket sellers (StubHub, SeatGeek), travel agencies, hotels, rental car companies, and merchandise retailers around race weekends.
- 6. Corporate Sponsorship Vehicle.** Use the brand as a sponsorship activation platform for automotive manufacturers, fuel companies, tire manufacturers, and lifestyle brands seeking direct, measurable access to the motorsports audience.
- 7. Print & Digital Publishing.** Produce and distribute premium printed calendars featuring race schedules, exclusive photography, and behind-the-scenes content — a proven product category with built-in seasonal demand.
- 8. Data & Analytics Platform.** Aggregate race scheduling data, fan engagement metrics, attendance trends, and audience insights to sell to teams, sponsors, media companies, and advertisers.

SEO & DIGITAL MARKETING ADVANTAGES

RaceDayCalendar.com delivers powerful, built-in digital marketing advantages that would take years and significant investment to replicate with a generic or invented brand name:

- **Exact-Match & Partial-Match Keywords:** The domain aligns directly with high-volume search queries including “race day calendar,” “NASCAR race schedule,” “F1 calendar,” “motorsports calendar,” and “race day schedule.” These represent millions of annual searches with strong commercial intent.
- **Domain Authority Advantage:** Exact-match domains (EMDs) with strong keyword relevance continue to carry significant authority in search engine rankings, particularly when paired with quality content and active development.
- **Inherently Shareable:** The brand name is easy to remember, easy to spell, and easy to say — critical attributes for word-of-mouth marketing, social media sharing, podcast mentions, and broadcast references.
- **Natural Link-Building Potential:** Motorsports blogs, news sites, fan forums, and racing communities would organically reference and link to a definitive race calendar resource, accelerating domain authority growth.
- **Social Media Handle Potential:** The “RaceDayCalendar” brand name offers strong potential for consistent handle availability across major social platforms, enabling unified brand identity.
- **Voice Search Optimization:** As voice assistants grow in adoption, conversational queries like “When is race day?” and “What’s on the race calendar?” align perfectly with this brand — a forward-looking competitive advantage.

BRAND HISTORY & PROVENANCE

RaceDayCalendar.com is not a speculative domain registration. It is a **cultivated brand with real product history and market positioning:**

- RaceDayCalendar.com was developed as a branded motorsports calendar product line, including **Jumbo Wall Calendars** and **Jumbo Planner Calendars** featuring the NASCAR season schedule — real products designed for real fans.
- The brand was created by a publisher with **decades of experience** in accessible, large-format print products, ensuring quality, readability, and proven consumer appeal.
- The domain has an **established web presence** with a live website, demonstrating active brand stewardship, market awareness, and ongoing investment in the brand’s digital footprint.
- This is **not a parked domain**. It is a cultivated brand with product history, audience awareness, and deliberate market positioning — a foundation that any buyer can build upon immediately.

WHAT’S INCLUDED IN THE SALE

Complete Brand Asset Package

- **Premium Domain:** RaceDayCalendar.com — full ownership transfer
 - **Established Website:** Live website and all associated digital assets
 - **Brand & IP Rights:** Full brand name and all associated intellectual property rights
 - **Existing Inventory:** Current inventory of Jumbo Wall and Jumbo Planner Calendars (NASCAR 2024 Season)
 - **Social Media Presence:** Associated social media accounts and profiles
 - **Transition Support:** Full transfer support and transition assistance to ensure seamless handover
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Own the Race Day.

RaceDayCalendar.com is a rare opportunity to acquire a premium, category-defining brand in one of the world's fastest-growing entertainment industries. Whether you're a media company, event promoter, e-commerce entrepreneur, or motorsports brand — **this is your starting grid position.**

To discuss acquisition details, pricing, or partnership opportunities, contact us directly.

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Premium motorsports domains at this level of brand clarity and market alignment are exceptionally rare. Don't let this one pass.

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