

Congratulations!! You have been hired by NASCAR to create and prepare a presentation on the feasibility of a NASCAR sponsorship for a new client. You will research NASCAR and find a new sponsor for the company.

In your team, you will create a presentation that will outline the customer profile of a NASCAR fan. You will need to complete a SWOT analysis for NASCAR as well.

It is your job to create a presentation describing your research/ideas for your presentation to the class. Please remember to use bullet points and not paragraphs on your slides. You will have two-three class periods to complete this assignment and you will present starting on Wednesday to finish on Thursday.

- NASCAR Background
 - Marketing Activities
 - Official Sponsorships
- Customer Profile of a NASCAR fan
 - Demographics
 - Psychographic
 - Geographic
 - Buying Behavior
- SWOT Analysis
- Client Selection (business)
 - The rationale for business selected
 - The benefit of sponsorship for business
 - Types of sponsorship suggested
 - Suggestions for coordination of marketing mix strategies (4P's) with NASCAR sponsorships already in place