

A black and white checkered pattern runs horizontally across the top of the page. On the left and right sides, there are vertical stripes of red and white.

NASCAR Sponsorship

(Your Name)

What is sponsorship?

Sponsorship is the underwriting of an event for the purpose of gaining a positive association for the brand with the event, the participant, and/or the attendees.

Sponsor: A person, organization, or business that gives money and/or donates products and services to another person, organization, or event in exchange for public recognition.

Impact of Sponsorship Article

Read [this short article](#) about the impact that a company's NASCAR sponsorship has on purchase decisions made by loyal fans.

Impact of Sponsorship Article and Follow-up Questions

Do you think company sponsorships are profitable for the company in the long run?

How do you think a driver's performance in the race impacts the profitability of the sponsorship?

Use this website to identify five companies that have sponsored NASCAR in 2022. Explain why you think they chose to sponsor NASCAR.

Company	Explanation

**Choose one of the sponsors
from the previous slide to
design a car for.**

**Why did you choose this
sponsor?**

**Complete the
Customer Analysis document
for the Sponsor you chose.**

**You will be asked to provide 3
pictures that represent the
demographics, psychographics,
behavioral characteristics, and
lifestyle characteristics of that
sponsor's customer base.**

Use the race car template provided to design your own car! Pay special attention to the location, color, and size of the sponsorship information, and don't forget to include a car number!

I would suggest decorating your car before cutting it out and assembling it.