



## **6 Great Reasons To Sponsor A NASCAR® Promotion**

### **1. NASCAR® promotions sell cars**

NASCAR® fans have incredibly high sponsor-loyalty rates. One of our clients in Georgia sold 150 units over a 3-day event! A NASCAR® promotion can drive traffic to your showroom.

### **2. NASCAR® promotions can increase your customer base**

Participants in our promotions can help you compile a mailing list to target your prospects. Many dealers who've sponsored a NASCAR® promotion have prospected successfully using information gathered during an event. Our NASCAR® Racing Ticket that each participant fills out can even be customized with your dealership information and logo.

### **3. NASCAR® promotions reinforce loyalty**

You have a unique opportunity to build customer relationships that last a lifetime. Every dealer knows it's easier and less expensive to keep a customer than acquire a customer. Bringing existing customers back to participate in a NASCAR® promotion reminds them to service their cars with a dealer they know and trust, and encourage loyalty to their dealer when it's time to purchase their next car.

### **4. NASCAR® promotions establish bonds with customers**

A NASCAR® event gives you the opportunity to communicate one-to-one with your customers to promote your products and services

### **5. NASCAR® promotions separate you from the competition**

When you sponsor a NASCAR® promotion, customers instantly recognize your dealership as a cut above the rest. With proper advertising, a NASCAR® promotion can bring in traffic your competition can only dream of.

### **6. NASCAR® promotions are flexible**

NASCAR® promotions can generate revenue and create interest. Your promotion can spotlight key employees and highlight new services to keep your customers coming back. Generate revenue with coupons for future services awarded to participants. Have local media out for live coverage, award prizes for the best lap-times during your event! And, you'll get personal assistance if you want help on creating your custom NASCAR® promotion. We can give you plenty of creative ideas to produce a successful event!

**Leave your competition in the dust!**