

RGC
SPORTS

2022



RGC Sports delivers a unique offering in the world of **Canadian Motorsports**.

As an accredited media agency for **TSN** and sales agent for **NASCAR**, **RGC Sports** can deliver fully integrated partnerships that touch every level of the sport and fan experience.



On-Track with RGC Sports



Television Media on TSN



Official NASCAR Partnership



RGC Sports is a five car race team competing in the **NASCAR Pinty's Series**. With **five** cars competing for the podium at every race, **RGC Sports** partners are always in the spotlight.

#2

TJ
Rinomato

2019 NASCAR Pinty's Series Rookie of the Year

#64

Mark
Dilley

Multiple NASCAR wins, 6 Championships,
3 times Fans Choice Award winner

#20

Treyten
Lapceovich

2021 NASCAR Pinty's Series
Rookie of the Year

#19

Brandon
Watson

2017 & 2021 APC United
Racing Series Champion

#59

Gary
Klutt

NASCAR Pinty's Series
Rookie of the Year,
NASCAR Truck Series
and Cup Series
starts





FANS are an **ATTRACTIVE**
target Audience

85% of avid fans live in urban or suburban areas
Average income = **\$60K vs \$68K** for non-fans
Avid fans = **10.1** hotel nights vs **6.6** for non-fans
Shows active lifestyle and desire for engagement



7 million Canadian fans
33% Aged 18-54
60% Male, **40%** Female



With over **400** hours of **NASCAR** programming over a 10 month season, **NASCAR on TSN** delivers

1.1 million average weekly reach

9.7 million annual reach

73% NASCAR sponsorship is positive

61% Try to purchase sponsor products

92% Drivers and NASCAR can't compete without corporate sponsorship

67% Support NASCAR sponsors more than sponsors of other sports



2021 NPS on TSN

114,000 viewers per race on TSN and RDS,
plus another 56,000 US viewers per broadcast on MavTV



Custom National Promotion on TSN & RDS

Over 1,250 commercial spots across all TSN platforms.
National reach of 11.1 million Canadians, 3.74 million
impressions delivered a promotional value in excess of \$1.3M

Car Sponsor Television Values

Top 5 Car in the NASCAR Pinty's Series receives:

Sponsoring Value (AEV) \$812,890

Sponsoring Value (CPM \$10) \$231,725

* 2019 Feldman & Associates television exposure study



TSN PROPERTY COMPARISON

PROPERTY	RATING
NBA non-Raptors	59,000
Curling Continental Cup	154,000
NCAA Football, regular season	52,000
NHL, Ottawa Senators	106,000
Rugby World Cup	56,000
MLS	46,000
Tennis ATP	23,000
UFC	93,000
SportsCentre	90,000
SC with Jay & Dan	87,000
That's Hockey	74,000

SÉRIE NASCAR
PINTY'S 2020 SEASON AVERAGE **114,000**
SERIES

RGC
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2022 SERIES SCHEDULE

MAY
19 CANADIAN TIRE MOTORSPORT PARK
BOWMANVILLE, ONT.

JUNE
1 JUKASA MOTOR SPEEDWAY
HAMILTON, ONT.

JUNE
29 AUTODROME CHAUDIERE
CHAUDIÈRE, QUE.

JULY
13 EXHIBITION PLACE
TORONTO, ONT.

JULY
24 WYANT GROUP RACEWAY TWIN 125S
SASKATOON, SASK.

JULY
24 WYANT GROUP RACEWAY TWIN 125S
SASKATOON, SASK.

JULY
27 EDMONTON INTERNATIONAL RACEWAY
WETASKIWIN, ALB.

AUG
11 CIRCUIT TROIS-RIVIÈRES
TROIS-RIVIÈRES, QUE.

AUG
17 RIVERSIDE INTERNATIONAL SPEEDWAY
ANTIGONISH, N.S.

AUG
25 CANADIAN TIRE MOTORSPORT PARK
BOWMANVILLE, ONT.

SEPT
7 AUTODROME ST-EUSTACHE
ST. EUSTACHE, QUE.

SEPT
21 NEW HAMPSHIRE MOTOR SPEEDWAY
LOUDON, N.H.

Sample 2021 Schedule shown.
2022 Schedule to be confirmed.

SEPT
28 PINTY'S FALL BRAWL
JUKASA MOTOR SPEEDWAY





PRIMARY SPONSOR POSITIONS

- 1 UPPER REAR 1/4 PANELS, TV PANEL, HOOD, OVERALL PAINT SCHEME

ASSOCIATE SPONSOR POSITIONS

- 2 LOWER REAR 1/4 PANEL IN FRONT OF REAR WHEEL
- 3 LOWER REAR 1/4 PANEL BEHIND REAR WHEEL
- 4 B POST
- 5 TV PANEL
- 6 TRUNK LID

Car Sponsorship

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