

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





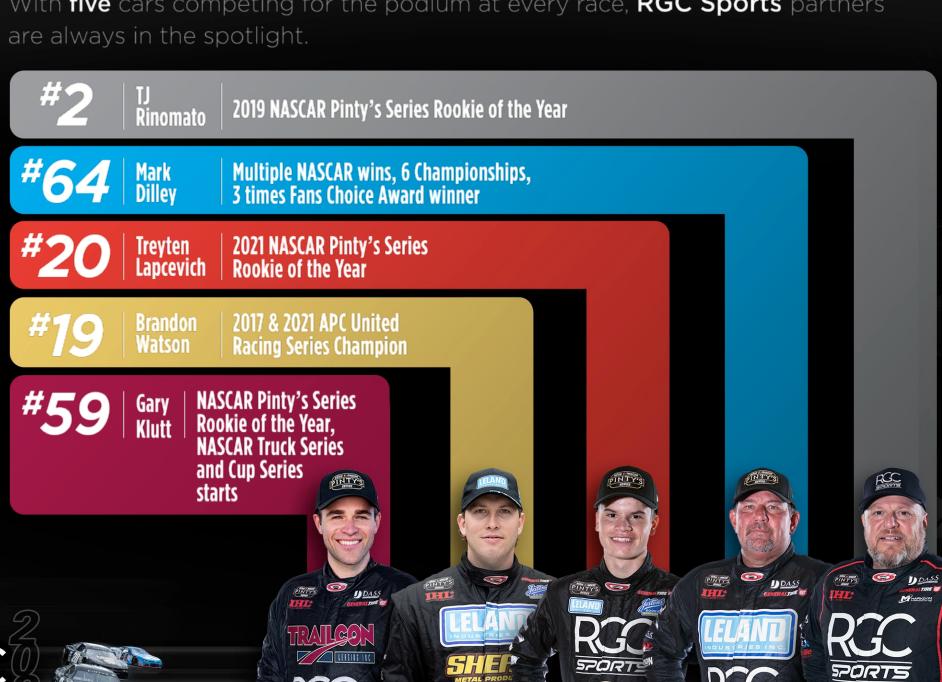
Official NASCAR Partnership







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



PORTS

PORTS





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





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



2020 **S**EASON AVERAGE **114,000**







2022 SERIES SCHEDULE

























Sample 2021 Schedule shown. 2022 Schedule to be confirmed.







Car Sponsorship

TRINOMato

PROL



LOWER REAR 1/4 PANEL IN FRONT OF REAR WHEEL

LOWER REAR 1/4 PANEL BEHIND REAR WHEEL

B POST

TV PANEL

TRUNK LID