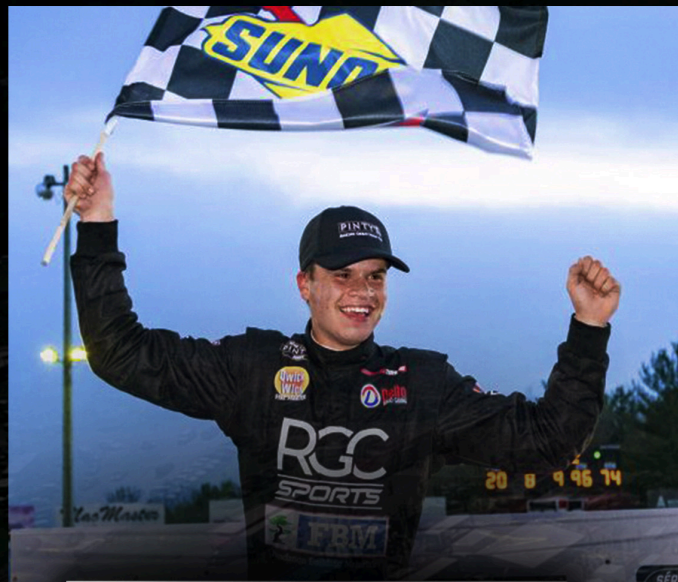


The background of the image is a dark, blurred photograph of a race track with several cars in motion. The cars are in various colors, including blue, white, and red. The track has a metal guardrail on the left side. The overall scene is dimly lit, creating a sense of motion and excitement.

RGC

SPORTS

2024



NASCAR

CANADA'S ULTIMATE WINNING SPONSORSHIP OPPORTUNITY

RGC SPORTS DELIVERS A UNIQUE MARKETING PLATFORM IN THE WORLD
OF CANADIAN MOTORSPORTS

AS A TSN MEDIA AGENCY WITH THE ABILITY TO BUILD OFFICIAL NASCAR
RIGHTS INTO OUR PARTNERSHIPS, AN RGC SPORTS SPONSORSHIP CAN
AMPLIFY YOUR BRAND IN A WAY NO OTHER RACE TEAM CAN

NOT ONLY CAN YOU INCREASE YOUR BRAND VISIBILITY WITH AN ON-CAR
SPONSORSHIP, BUT YOU CAN ENJOY COORDINATED TV ADVERTISING ON TSN
AND FORGE A HIGHLY VALUABLE "OFFICIAL PARTNERSHIP" WITH NASCAR

RGC SPORTS IS THE ONLY NASCAR TEAM IN CANADA THAT
OFFERS SUCH A ROBUST SPONSORSHIP PLATFORM

RGC
SPORTS



NASCAR STANDS FOR SUCCESS

NASCAR HAS A HUGE **CANADIAN FAN-BASE** WHO ARE PASSIONATE ABOUT THE SPORT AND ARE A HIGHLY DESIRABLE DEMOGRAPHIC



9 MILLION CANADIAN FANS



CORE FANS' AVERAGE AGE 36 & AVERAGE INCOME \$81,000



60% MALE, 40% FEMALE



HIGHER AVERAGE INCOME THAN NON-FANS



MORE LIKELY TO OWN THEIR HOME THAN NON-FANS



LIVE ACTIVE LIFESTYLES

SOURCE: FELDMAN & ASSOCIATES RESEARCH LAB

RGC
SPORTS

THE MOST BRAND-LOYAL FANS IN CANADA'S SPORTS LANDSCAPE

NASCAR PINTY'S SERIES FANS ARE **INCREDIBLY BRAND-LOYAL** TO TEAM AND SERIES SPONSORS



73% BELIEVE NASCAR SPONSORSHIP IS POSITIVE



61% GO OUT OF THEIR WAY TO PURCHASE SPONSOR PRODUCTS



92% UNDERSTAND THEIR FAVOURITE DRIVERS CAN'T COMPETE WITHOUT CORPORATE SPONSORSHIP



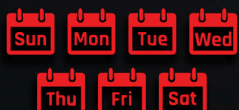
67% SUPPORT NASCAR SPONSORS MORE THAN SPONSORS OF OTHER SPORTS

SOURCE: FELDMAN & ASSOCIATES RESEARCH LAB

RGC
SPORTS

NASCAR ON TSN: A TIME-PROVEN PARTNERSHIP

TSN IS THE CANADIAN HOME TO THE IMMENSELY POPULAR **NASCAR PINTY'S SERIES**, **NASCAR CUP SERIES** AND **NASCAR XFINITY SERIES** WITH OVER 400 HOURS OF NASCAR PROGRAMMING ACROSS A 10-MONTH SEASON, NASCAR ON TSN (AND THE FRENCH-LANGUAGE ARM RDS) DELIVER:



1.1 MILLION AVERAGE WEEKLY REACH



9.7 MILLION ANNUAL REACH

THE **NASCAR PINTY'S SERIES** DELIVERS AN AVERAGE VIEWERSHIP OF **114,000 VIEWERS** PER BROADCAST, PLUS ANOTHER 56,000 AMERICAN VIEWERS ON MAV TV

RGC
SPORTS



HIGH VALUE SMILES

BASED ON A STUDY OF ON-CAMERA AND IN-FOCUS RACE CAR BRANDING, BROADCAST ANNOUNCER MENTIONS, AND DRIVER AND TEAM APPAREL BRANDING, A SPONSOR OF A TOP-FIVE CAR IN THE NASCAR PINTY'S SERIES ENJOYS

\$812,890
SPONSORSHIP VALUE

SOURCE: FELDMAN & ASSOCIATES TELEVISION EXPOSURE STUDY

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SPORTS

RGC SPORTS CAN DELIVER A TARGETED
ACTIVATION PLATFORM TO CATER TO BOTH
B2C TO B2B STRATEGIES

HOSTING AT NASCAR EVENTS FOR CLIENTS,
VENDORS, EMPLOYEES AND GUESTS
INCLUDING DRIVER MEET AND GREET
(CANADA & USA)

- TRACKSIDE ACTIVATIONS TO INTERACT
IN-PERSON WITH NASCAR FANS
- CAR AND DRIVER APPEARANCES AT
CORPORATE EVENTS OR RETAIL LOCATIONS
- EVENT NAMING RIGHTS AND SPECIAL ACCESS
- SOCIAL AND DIGITAL MEDIA
- UNIQUE CONTENT-CREATION OPPORTUNITIES



A ROBUST ACTIVATION
PLATFORM

RGC
SPORTS



PROPERTY | RATING

2022 SEASON AVERAGE | 114,000

NHL-OTTAWA SENATORS | **106,000**

UFC | **93,000**

SPORTSCENTRE | **90,000**

THAT'S HOCKEY | **74,000**

NBA NON-RAPTORS | **59,000**

RUGBY WORLD CUP | **56,000**

NCAA FOOTBALL REGULAR SEASON | **52,000**

MLS | **46,000**

TENNIS ATP | **23,000**

TSN
PROPERTY COMPARISON

RGC
SPORTS

2023 NASCAR PINTY'S SERIES SCHEDULE

MAY 13

– SUNSET SPEEDWAY, INNISFIL, ON

MAY 21

– CANADIAN TIRE MOTORSPORT PARK, BOWMANVILLE, ON

JUNE 10

– AUTODROME CHAUDIÈRE, VALLÉE-JONCTION, QC

JUNE 24

– EASTBOUND INTERNATIONAL SPEEDWAY, AVONDALE, NL

JULY 14

– TORONTO INDY, TORONTO, ON

JULY 22

– EDMONTON INTERNATIONAL RACEWAY, WETASKIWIN, AB

JULY 26

– WYANT G-ROUP RACEWAY, SASKATOON, SK

AUGUST 6

– GP3R, TROIS RIVIÈRES, QC

AUGUST 14/15 (Monday/Tuesday Double-Header)

– OSHWEKEN SPEEDWAY, OSHWEKEN, ON

AUGUST 26

– ICAR, MIRABEL, QC

SEPTEMBER 3

– CANADIAN TIRE MOTORSPORT PARK, BOWMANVILLE, ON

SEPTEMBER 24

– DELAWARE SPEEDWAY, DELAWARE, ON



TWELVE TIMES THE
EXPOSURE

NOTE: THE 2024 SCHEDULE IS NOT CONFIRMED BY NASCAR AT THIS TIME. THE ABOVE 2023 SCHEDULE IS REPRESENTATIVE OF 2024

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