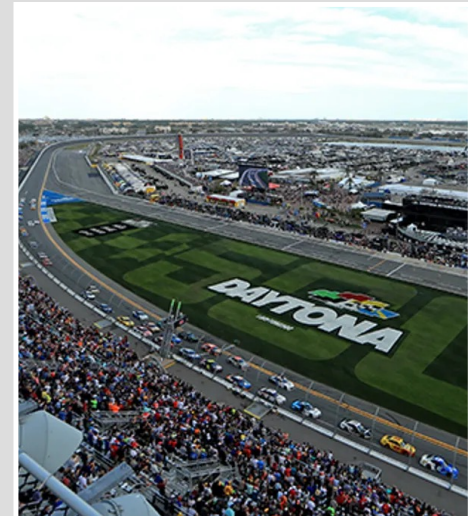
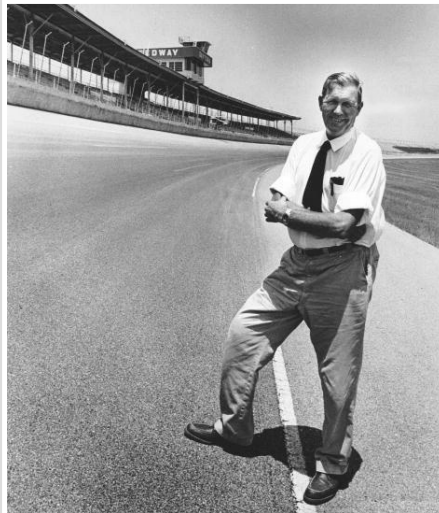


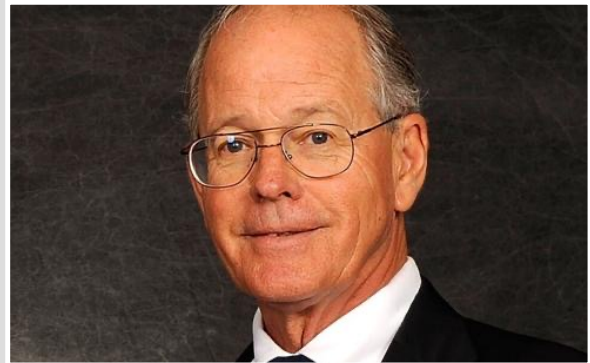


NATIONAL ASSOCIATION FOR STOCK
CAR AUTO RACING

ABOUT

- Founded by Bill France Sr. on February 21, 1948
- Headquarters in Daytona Beach, FL
- NASCAR is part of the ACCUS-FIA
 - Automobile Competition Committee for the United States (ACCUS)
 - Fédération Internationale de l'Automobile (FIA)



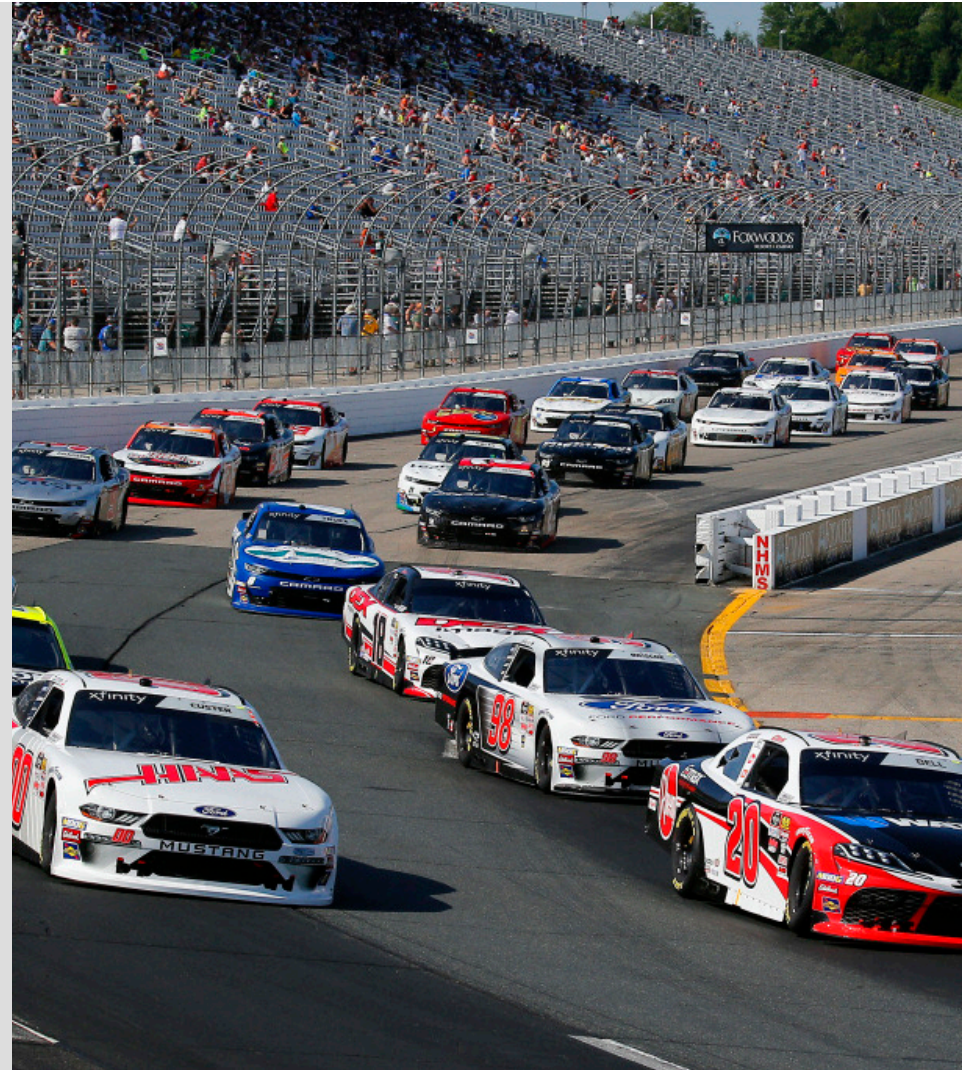


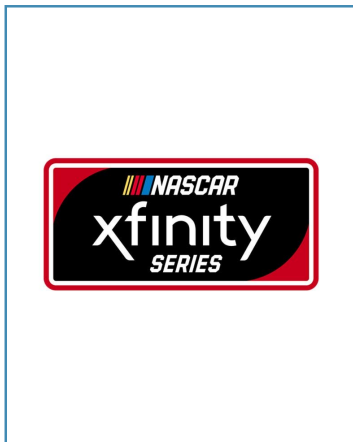
GOVERNING BODIES

- Board of Directors
 - Currently 17 members
 - Work with President and CEO
- Objectives
 - Make/enforce rules and ensure all drivers follow them
 - Manages the running of all events specifically major racing series
 - Crowns a champion at the end of each season

RACE BASICS

- 3 Stages in Every Race
 - Each stage is ended with a green-and-white checkered flag and caution period where laps are still counted
 - After the 1st & 2nd stages, the driver in first position earns 10 points and a playoff point
- End of Each Race
 - Winning driver earns 40 points for the regular season and 5 playoff points
 - Second driver earns 35 regular points
 - Any driver who places 36th and lower earns 1 point





DIFFERENT LEVELS

- Several series at the national, regional, and local levels
- Four National Series
 - NASCAR Cup Series
 - NASCAR Xfinity Series
 - NASCAR Craftsman Truck Series
 - ARCA Menards Series
- The remaining series are split based on region

TOP-LEVEL

- NASCAR Cup Series
- 36 races with final 10 races considered the playoffs
- 4 Segments of the Playoffs
 - 1st Round: 3 races, 16 drivers
 - 2nd Round: 3 races, 12 drivers
 - 3rd Round: 3 races, 8 drivers
 - 4th Round: 1 race, 4 drivers





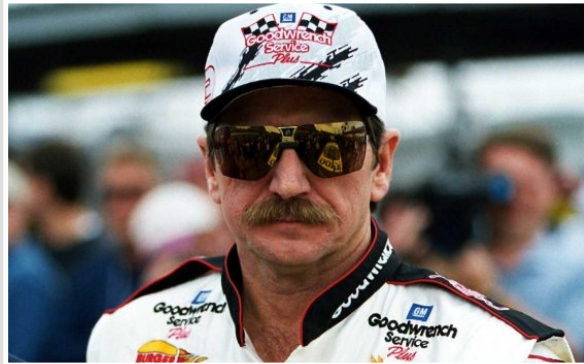
GENDER ELEMENT

- 2,926 drivers have raced at least once in the NASCAR Cup Series
 - 16 of those drivers were women (0.55%)
- Sara Christian
 - Made history in 1949 being the first woman driver in NASCAR
 - Holds record for highest finish by a woman with 5th place out of 23 drivers
- Janet Guthrie
 - Holds record for highest season ranking of a woman in the modern era
 - Placed 23rd in 1977

GENDER ELEMENT

- Danica Patrick
 - First woman to win pole in a NASCAR Cup Series
 - Holds record for highest finish in the modern era by a woman
 - Set the record for top ten finishes by a woman at 7
 - Last woman to race in the NASCAR Cup Series (2018 Daytona 500)



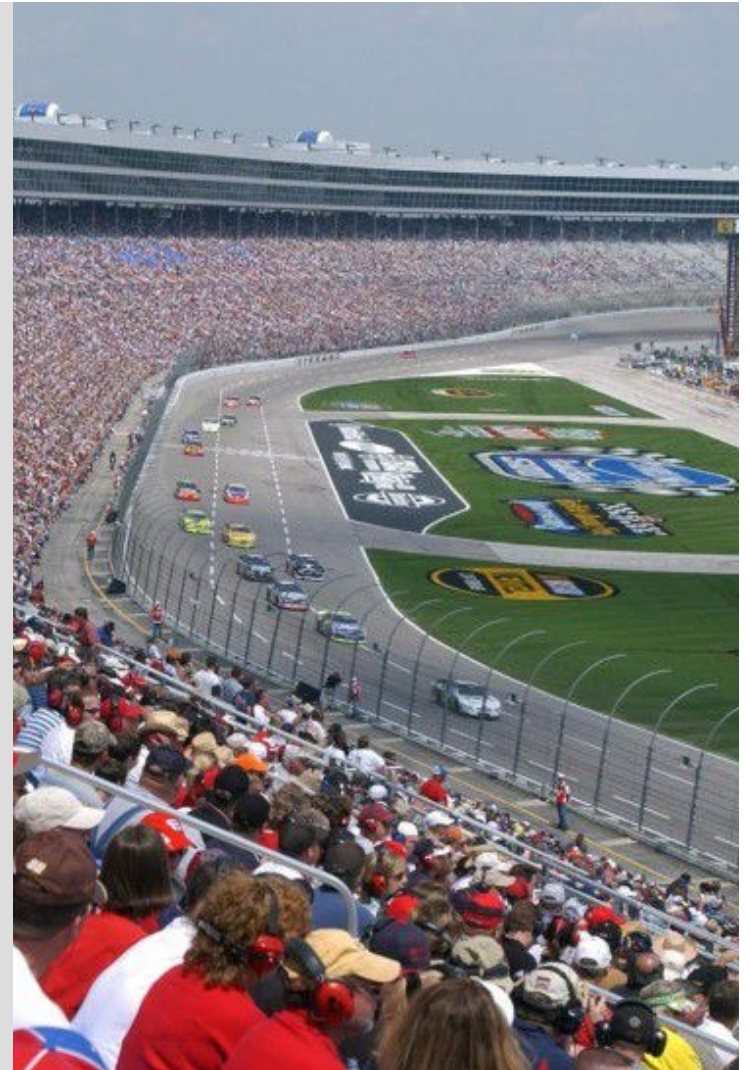


NOTABLE FIGURES

- **Dale Earnhardt**
 - 7 championship titles
 - 3x runner-up in the championship
 - Won 76 races out of 676
 - Won Daytona 500 in 1998
- **Richard Petty (“The King”)**
 - 7 championship titles
 - Won 27 races in single season out of 48
 - Won 10 races in a row (in the 1967 season)
 - 7-time Daytona 500 winner

FANS & SPECTATORS

- Attend Races
 - Ticket prices between \$30 and \$120 for the NASCAR Cup Series
 - Ticket prices between \$25 and \$50 for the NASCAR Xfinity Series
- Traditional
 - Live streams on Fox, FSI, NBC, USA, Hulu + Live TV, Peacock Premium
- Social Media
 - Following teams, drivers, sponsors, etc.
- Ways to Follow via NASCAR's Website
 - Race Center, Scanner, Drive, Fantasy Live



PROGNOSIS FOR THE SPORT

- Growth in late 2000's
 - NASCAR Canadian Tire Series in 2007
 - NASCAR Toyota Series (Mexico) in 2007
 - NASCAR Whelen Euro Series in 2012 (across the Atlantic)
- Interest declining in early 2020's
 - 20.1% of NASCAR fans fall in the 18-49 demographic
- The Typical NASCAR Fan
 - Male, married
 - 42 years old



MAIN ISSUE

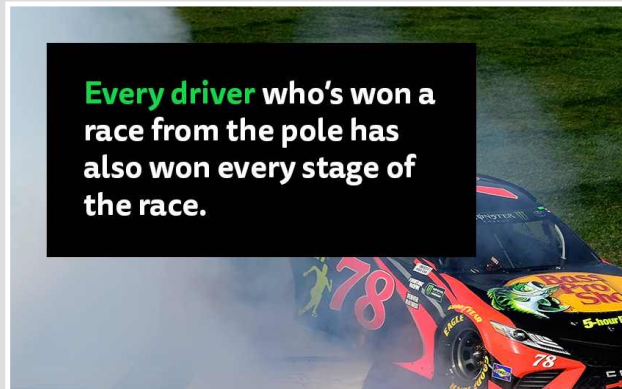
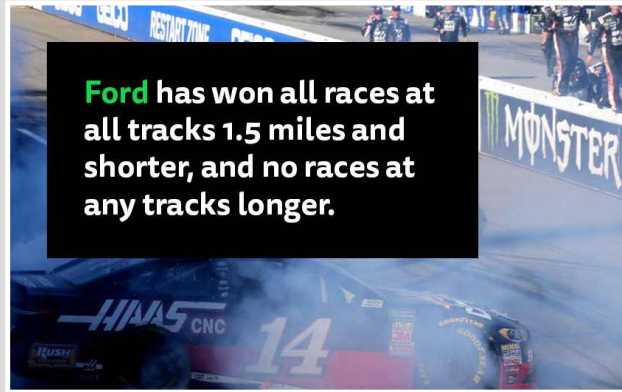
- Lack of Diversity
 - Much like its fanbase, the drivers are predominantly white males
- Drive for Diversity
 - NASCAR program founded in 2004
 - Goal is to increase women and minority numbers in various positions
 - Darrell “Bubba” Wallace Jr. and Kyle Larson are two drivers introduced to the series through this program



OPPORTUNITY FOR GROWTH

- Race for the Championship
 - Limited 10-episode series
 - Focuses on current and past NASCAR drivers
 - Goes behind-the-scenes of various races





FUN FACTS

- NASCAR holds the record for most attendance in worldwide motorsports with more than 1.4 million in 1976

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RESOURCES