

Racing for Nuclear Energy Marketing and Public Communications

Why Auto Racing?

- Proven to be dynamic, cost-effective, maximizing return on investment; the best way to market for the dollar, especially for public relations or image problems.
- Fastest growing spectator sport in the U.S., reaches 170 nations and more than 500 million TV sets via CBS, ABC, NBC, TNT, TNN, ESPN, ESPN2, Fox, Fox-Sports, Speed channel, and overseas.
- Racing spectators are typically families with above-average income and education, and they are highly receptive to sponsors' themes and messages conveyed by cars, drivers, crew members, etc.; economic benefits and sponsor loyalty are well known and documented.
- Potential to interact with the public in a positive emotional environment (with a show car you get the celebrity impact without always having the celebrity present).
- Potential to influence policy makers, opinion leaders, and customers in one effort.
- Potential for press coverage without the need for negative sensationalism; the racing is the excitement, and the involvement of nuclear energy sponsorship is an oddity.

Champ Car Atlantic on-track Demographics (2005):

- 140,000 average attendance (3-day events).
- 30% are younger than 30 and 36% have 4-plus years of college education.
- 1/3 are female, half are married, and 38% have above \$50,000/year income.

Centrix Financial Grand Prix of Denver, Aug. 12-13, 2006

- Gathering of nuclear industry sponsors of Newman Wachs Racing in downtown Denver (street race).
- Your company's decals will run on one or both of the NWR cars (all nuclear industry participants)
- "Inner circle" access (paddock and limited pit access, VIP hospitality, and Newman Wachs Racing team owners, drivers, and crews).
- Saturday night banquet for nuclear industry sponsors and their guests.
- Five different price packages ranging from weekend tickets to full accommodations (on-site Hyatt hotel, banquet, tickets, and transportation); Corporate, Small Group, or Individual Packages are available.
- There may be a public exhibit and a teacher workshop in collaboration with the American Nuclear Society and the Denver Section.



Contact:

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