



2018 Castrol Raceway Oval Event Marketing Partnership

The 2018 season brings a new direction with the partnership between Castrol Raceway & Ron MacDonell of Ginga Ninja Dirt Promotions. We are committed to revitalizing the 3/8 mile oval to bring the competitors, fans and staff together through a broad range of events and promotions.

Castrol Raceway receives maximum exposure throughout the motorsport season with over 245,000 visitors to the track annually, with additional special events; such as the 63rd Annual Jim Albert Memorial Gold Cup, Monster Truck Throw Down, Annihilation Nights and the Extreme Cup, your event is guaranteed to be seen by a diverse range of guests.

The combination of unparalleled brand loyalty, sponsor appreciation and demographics makes Castrol Raceway fans a desirable audience to support event partnership and value in marketing. Our oval has a diverse community of fans that gathers and rallies behind our competitors and marketing partners; compared to stick and ball sports, race fans proudly integrate their loyalty into every aspect of their lives, including their purchasing behaviours and decisions.

The effects of an experience are heightened when consumers feel proximity to the action, at Castrol Raceway, your brands on and in the action, the cars, the goods, and fans themselves! Today's motorsport fan understands and appreciates sponsors brands and accepts them as integral part of the motorsports scene, they embrace the brands that support their motorsports experience. Sponsors who connect with consumers in an emotional way enjoy greater unaided brand recall, loyalty, word of mouth, and recognition. Studies have shown that motorsports fans seem to be more attached to a brand because of racing teams and drivers being more accessible and down to earth as them. Drivers and teams make themselves available and enjoy interacting with fans to show their appreciation for their undying support, week in week out!

Castrol Raceway Guest Demographics

- 62% Male
- 38% Female
- 79% Married or common Law
- 94% Have children under 18
- 86% University or College Educated
- 80% Full Time Employment
- 39% Blue Collar
- 25% White Collar
- 46% Annual Income Over \$75,000
- 57% Consider Themselves to be Super Fans