



STREET
MACHINE
NATIONALS

28

GOODYEAR
SALES



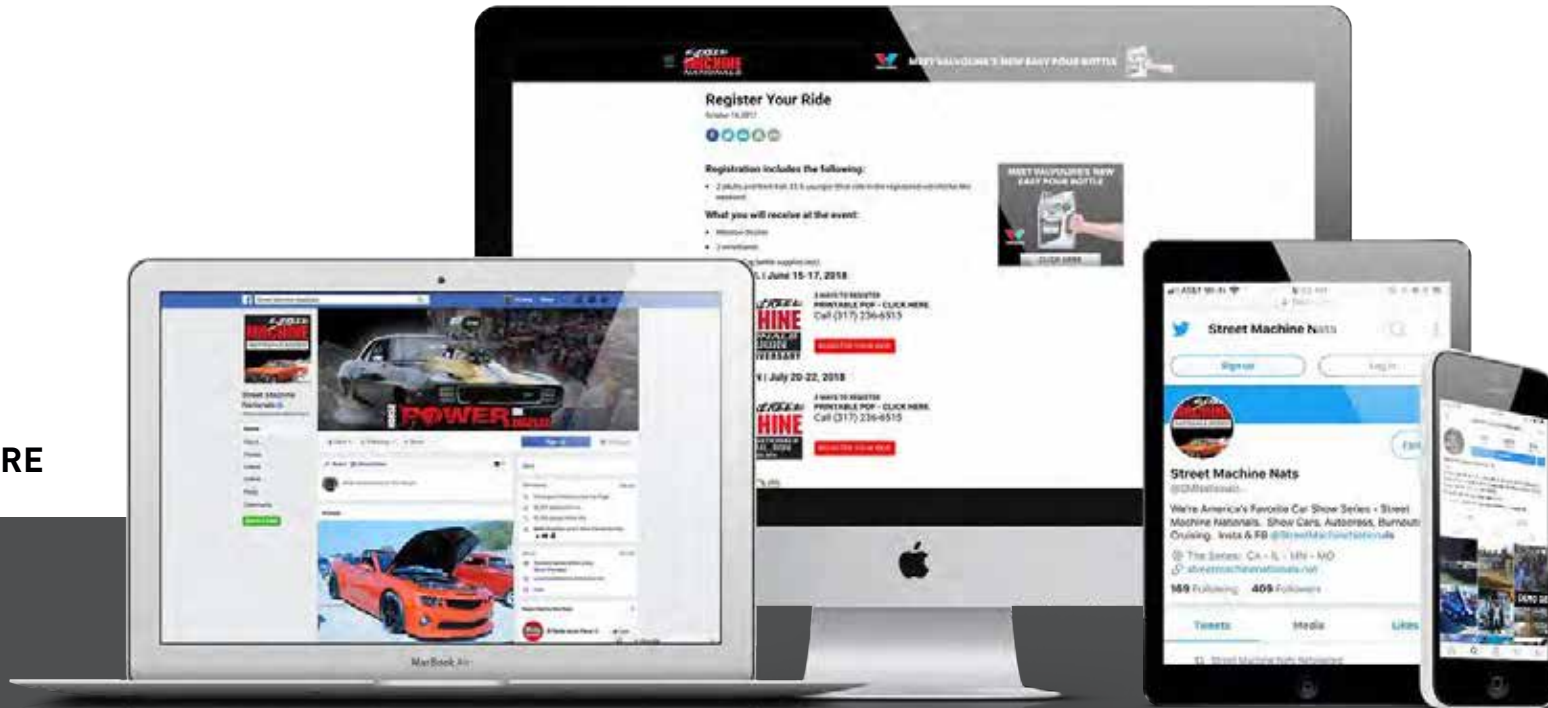
AUTHENTIC EXCITING COMPETITIVE


The Street Machine Nationals are family friendly and dedicated to the car enthusiast. Thousands of spectators, vendors, sponsors and participants come to display their street machine, muscle car, street truck, or hot rod for the weekend and compete in racing events, judged awards and a whole array of activities.


BRAND OVERVIEW

2
EVENTS

365
DAYS OF
EXPOSURE



 @SMNationals

 StreetMachineNationals

 @StreetMachineNationals

 StreetMachineNationals

51,500+
OPT-IN EMAIL
SUBSCRIBERS

175,000+
ENTHUSIASTS

39,400+
SOCIAL MEDIA
AUDIENCE

146,300+
UNIQUE WEB VISITORS
PER YEAR

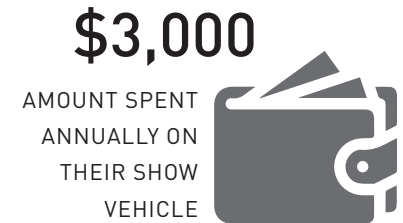
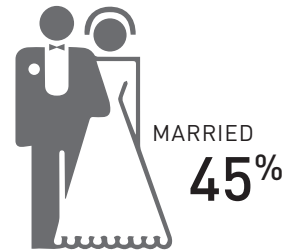
689,390+
PAGE VIEWS

Omniture Adobe Online Marketing Suite December 2015;
December 2015 AAM Statement; Facebook, Twitter followers as of 12/15



AUDIENCE PROFILE

THE STREET MACHINE NATIONALS AUDIENCES REPRESENT THE MOST PASSIONATE GROUP OF ENTHUSIASTS IN THE STREET MACHINE AND MUSCLE CAR INDUSTRY. THEY TRAVEL NEAR AND FAR TO ENTER THEIR STREET MACHINE OR MUSCLE CAR IN THE EVENT FESTIVITIES AND ENGAGE IN THE ONE-OF-A-KIND ATMOSPHERE OF THE STREET MACHINE NATIONALS.

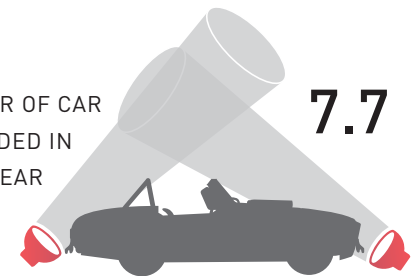


21%
WILL BE IN THE MARKET FOR A NEW VEHICLE WITHIN THE NEXT TWO YEARS



95%
HAVE BEEN CAR ENTHUSIASTS FOR 10+ YEARS

AVERAGE NUMBER OF CAR SHOWS ATTENDED IN THE PAST YEAR



THE STREET MACHINE NATIONALS RETURN!

DUQUOIN, IL

June 15-17, 2018

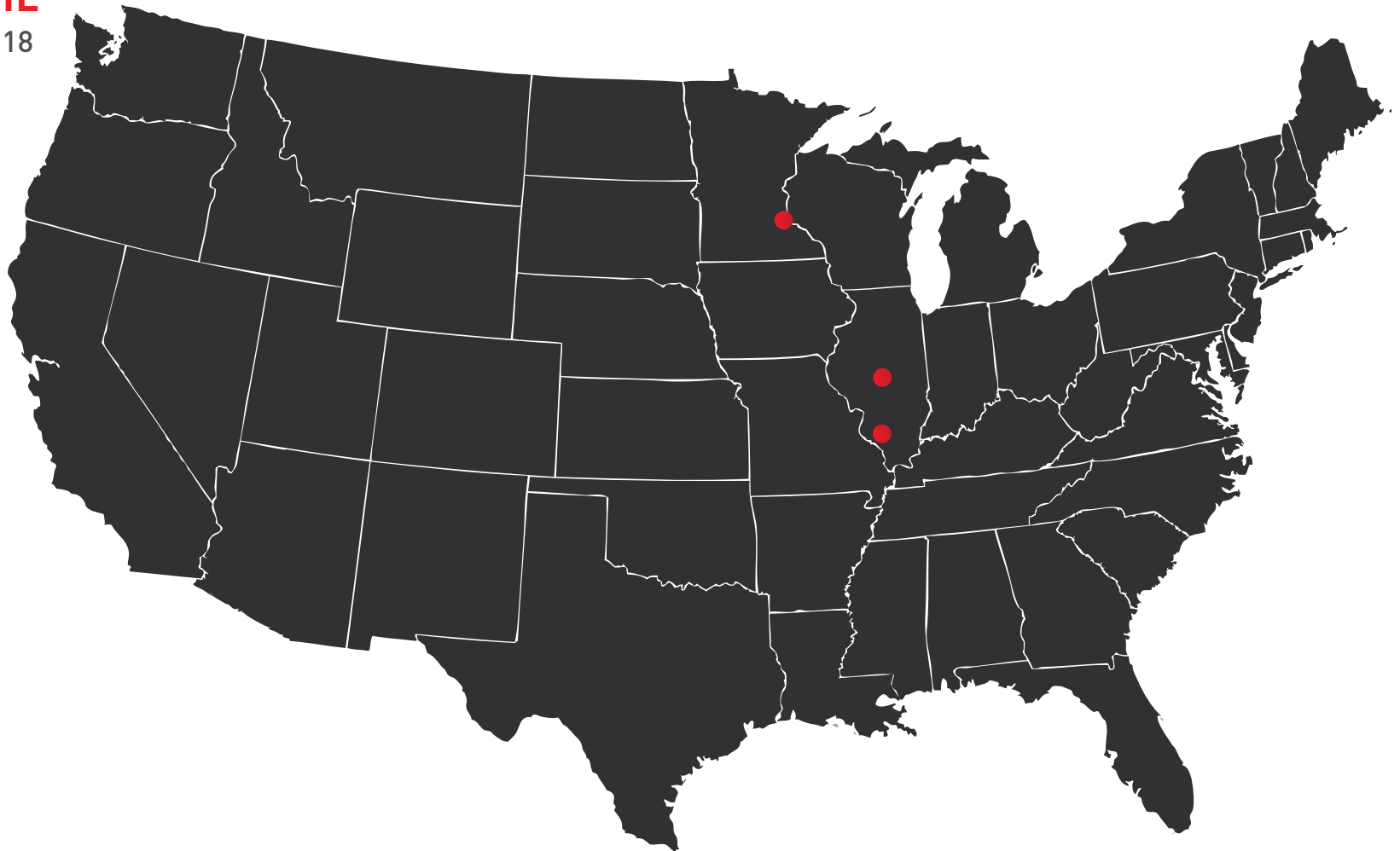
ST. PAUL, MN

July 20-22, 2018

SPRINGFIELD, IL

September 21-23, 2018

*Route 66 Festival



ON-SITE EXPOSURE

Business-to-consumer and experiential marketing prove to be the most effective tool for sponsors. The Street Machine Nationals will host the most passionate car enthusiasts. As a sponsor, you will have leverage over competitors by connecting with your target market face to face in a high-energy atmosphere.

OPPORTUNITY FOR ENGAGEMENT INCLUDES:

- Engage with attendees at the event
- On-site presence for your company
- Signage, logo inclusion and literature distribution
- Product sales opportunity
- Customized programming to fit client needs



EXPOSURE BEYOND THE EVENT

The Street Machine Nationals sponsorship is supported by a comprehensive campaign with national, regional, and/or local advertising through print, radio and television, a well-publicized website, e-mail campaigns, social media promotion and much more.



PRINT:

- › Sponsor advertising and brand presence through name and/or logo on all national, regional or local promotional materials

DIGITAL:

- › Logo inclusion on website, inclusion in e-newsletters, and Run Of Site (ROS) banner ads

ON SITE:

- › Up to 80'x30' display space to engage with attendees, signage inclusion and product sales opportunities

SOCIAL:

- › Inclusion within Facebook and Twitter campaigns to a large audience of 32,400+ street machine, muscle car and hot rod owners and builders

EXPOSURE BEYOND THE EVENT

Continue the conversation with attendees and customers post-event by engaging with the audience through custom emails, run-of-site banner ads and Facebook advertising. These audiences are hungry for more information about your products and ready to purchase.

DIGITAL EXPOSURE OPPORTUNITIES

ROS ADS

Standard Sizes: 728x90, 300x250, 320x50

High-Impact Sizes: 300x600, 970x250

Custom Email 100% SOV
51,500



GET IN FRONT OF POTENTIAL CUSTOMERS

Gain brand recognition and increase sales using our database of street machine, hot rod and muscle car owners and enthusiasts. Promote your company's product through our digital assets to keep attendees interested in your brand outside of the events.

Targeting street machine,
hot rod and muscle car owners
and enthusiasts



CONTACT

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