



THE CM2 APPROACH

CM2 is all about value. We know if you don't receive a positive return on your investment, you won't return as a client. Since our goal is to build long term relationships, we approach things differently than most agencies. **We create synergistic marketing campaigns that operate simultaneously on a national, regional and local level.**

Yes, with our programs your logo is featured on a race car or truck and it will be seen by millions of television viewers. That, however, is a just the "icing on the proverbial cake". **It's a like buying a tv commercial that no one fast forwards past or ignores because your brand is integrated into the action that viewers tuned in for in the first place.** This is the 'national' level of our campaigns.

And while having a tv commercial that no one tunes out of is nice, **we prefer to be able to provide our clients with tangible, trackable results for verifiable ROI.**

We focus on creating events with our teams at the track, for direct engagement with our clients' distributors, retailers or consumers. Many organizations hold events at country clubs, convention halls and banquet rooms. While these locations are nice, none of them can compare to the excitement of being in the NASCAR garage and **people are a lot more inclined to commit to a purchase when they are in a good mood.** These events also work as excellent employee reward / incentive programs. This is the 'regional' level of our campaigns.

Our teams and drivers will make an appearance (additional appearances optional) at a location near each track for which your organization is the primary sponsor. This allows you to **engage consumers (and your retailers) directly.** In addition, thousands of attendees at each race are reached by your message- and we can, at an additional cost, include a display for your organization on the midway at the race track. This is the 'local' level of our campaigns.

A Motorsports Marketing program with CM2 is a multi-pronged effort that combines the best of attributes of television advertising, event marketing and local sales efforts into a single campaign.

CM2 represents drivers and teams in NASCAR's top 3 series, the NASCAR Sprint Cup Series, NASCAR XFINITY Series and the NASCAR Camping World Truck Series. This allows us to present clients an opportunity to reach the NASCAR fan base, which is the comprised of the most loyal consumers in America, at three different price-points.

We match your organization with the driver / team / series that is the best match for your marketing objectives and look create a long term relationship that generates revenue and brand awareness.



OUR CLIENTS

David Ragan is a marketers' dream. He is gracious, kind and sincere, which has garnered him a large fan base. Well spoken and relatable, David makes an excellent brand ambassador for any organization.

Well known for his charity work, David has worked tirelessly for Shriner's Childrens Hospitals and Feed The Children.

David, however, isn't just a great corporate spokesman. He has raced his way to NASCAR Sprint Cup Victory Lane at America's two fastest tracks, Daytona International Speedway and Talladega Super-speedway. In addition, he has scored wins in the NASCAR XFINITY Series on its longest track, Talladega, and its shortest, Bristol Motor Speedway.

One of the few remaining family operated teams left in the NASCAR XFINITY Series, Jeremy Clements Racing (JCR), is a fan favorite. Considered one of the best drivers that has yet to "break-through" to the forefront of NASCAR racing, Jeremy Clements is much sought after for media interviews because of his good natured, humorous nature. His extensive charity work has earned him much respect off the track.

JCR's business model is built on efficiency, which allows marketing partners to take advantage of the excellent platform the NASCAR XFINITY Series offers, at a very cost-effective price point.

MB Motorsports is the sole surviving original team in the NASCAR Camping World Truck Series, having competed in every season since the series debuted in 1995. The team has given many young drivers their start in NASCAR, including Sprint Cup Series winners Carl Edwards, Jamie McMurray, Brad Keselowski, Regan Smith and Justin Allgaier.

Focused on developing "Tomorrow's Stars, Today", MB Motorsports creates the opportunity for marketers to establish relationships with NASCAR's brightest future stars on the proverbial "ground floor".



NASCAR DEMOGRAPHICS

GENDER DISTRIBUTION

- The NASCAR fan base is 63% male, 37% female.

Gender	NASCAR Fans
Male	63%
Female	37%



AGE DISTRIBUTION

- NASCAR fans are just as likely as the U.S. population to be 18-44 (91 index vs. U.S. population).

Age	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
18-24	13%	11%	85
25-34	17%	15%	88
35-44	17%	18%	106
45-54	18%	21%	117
55-64	16%	18%	113
65+	18%	18%	100
18-44	47%	43%	91

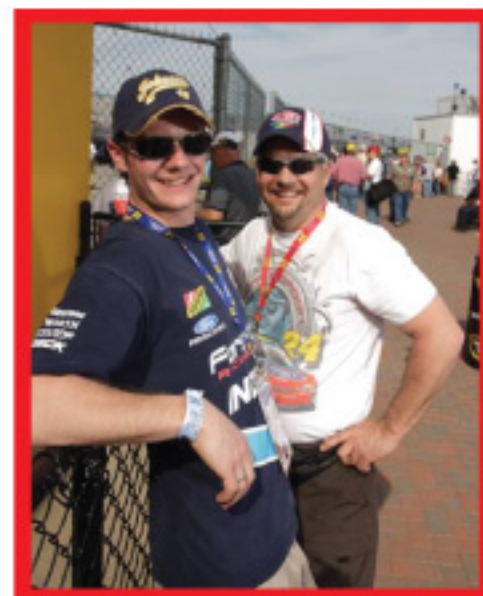
RESEARCH NOTE: The sum of each column may be +/- 1% away from 100% due to rounding. The sum of the 18 - 44 row may be +/- 1% from the sum of the individual rows due to rounding.

INCOME DISTRIBUTION

- NASCAR fans are middle class and just as affluent as the U.S. population: 52% earn \$50,000+ per year (102 index vs. U.S. population)

Income	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Under \$30,000	23%	22%	96
\$30,000-\$49,999	25%	26%	104
\$50,000-\$74,999	17%	18%	106
\$75,000-\$99,999	14%	15%	107
\$100,000+	20%	20%	100
\$50,000+	51%	52%	102

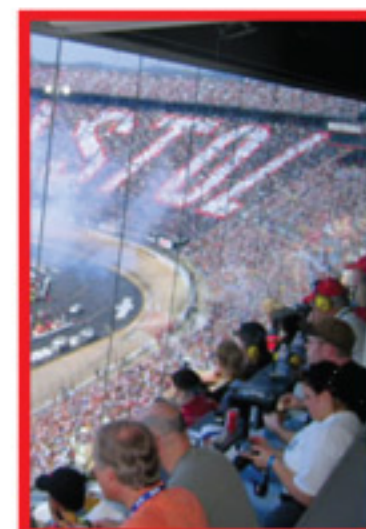
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Source: Scarborough Research (USA+ Release 1, 2014)

Fandom is determined through the use of the following question: "How interested are you in NASCAR?" ["very interested", "somewhat interested", "a little bit interested", or "not at all interested"]. NASCAR fans are those respondents who indicate they are "a little bit", "somewhat" or "very" interested in NASCAR.

NASCAR DEMOGRAPHICS



PRESENCE OF CHILDREN

- NASCAR is a sport the whole family can enjoy: 1 out of 3 NASCAR fans have children under the age of 18 (95 index vs. U.S. population)

Children	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
% of families with kids under 18	38%	36%	95

GEOGRAPHIC DISTRIBUTION

- NASCAR fans live in regions that mirror the U.S. population.

Geographic Region	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Northeast	18%	15%	83
Midwest	21%	25%	119
South	37%	41%	111
West	23%	19%	83



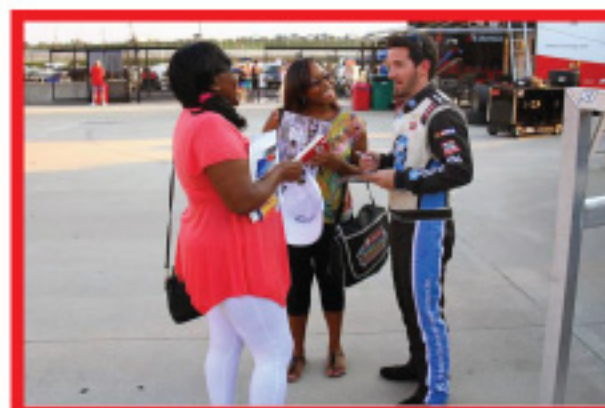
MULTICULTURAL

- 1 out of 5 NASCAR fans is multicultural.

Multicultural	Proportion of All NASCAR Fans
Multicultural (Total)	23%
Hispanic	9%
African-American	10%

Source: Scarborough Research (USA+ Release 1, 2014)

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CONTACT US

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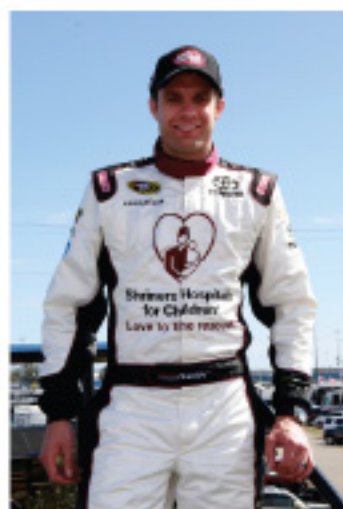
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