

MOLECULE FORMULA CAR CHALLENGE



a Mazda powered open wheel racing championship officially sanctioned by NASA presented by: **GOODYEAR**

Molecule Formula Car Challenge presented by Goodyear Demographics

Series Brief

The Molecule Formula Mazda Challenge series is a stepping stone series for up-and-coming racers, as well as a race series for serious hobbyists. The championship historically consists of a 12 race schedule and is an officially sanctioned NASA Pro Racing series. Race events have been held at a variety of events in addition to NASA events including SCCA Club, SCCA Vintage, IndyCar, and American LeMans Series weekends.

Attendance

Most Molecule Formula Car Challenge events take place on club level weekends that are not promoted to the general public. A normal weekend will see a couple of thousand participants. While the total number is small, the group is a very focused collection of affluent educated people who have enough expendable income to participate in this high dollar sport. At times the series will attend the higher level spectator race weekends, and these events draw upwards of 100,000 people and can include some TV coverage as well.

The Audience*

Demographic research has indicated that fans of road course racing are more affluent, and better educated than fans of golf and tennis as well as other forms of motorsports.

- Average income for respondents is \$70,000, 23% have incomes exceeding \$100,000.
- 58% are married. Average household size is 2.6.
- The median age is 36.5 years with 64% falling between the ages 24 and 44.
- 60% are college graduates. Of those 13% hold post graduate degrees.
- The male to female ratio among spectators is typically 70% male 30% female.
- The fan base for road racing events does not significantly duplicate that of NASCAR.

Internet Marketing

The series recognizes the power of the web, and generates press releases before and after each event. The series utilizes a company that tracks these emails, and the links that are coded inside of them. Over the past year approximately 11,000 emails were sent. The average click-through rate for a Sports and Recreation web based email is 3.7%. The Molecule Formula Car Challenge click-through rate is currently at 22.7% **

Series press releases are picked up and redistributed by racing news outlets like Motorsport.com, Eformulacarnews.com, ESPN, AutoChannel, and SpeedTV.com.

Average web traffic for the Formula Car Challenge website is 7200 unique visitors per month. According to the latest data the site is generating 198,000 pages views per year.***

Print Ads

The series bought 12 print ads that featured our series partners. Each ad had a prominent place in The Wheel magazine. There were 10 completely unique advertisements generated to keep the content fresh and of interest to the readers. The Wheel is the official publication of the San Francisco Region SCCA, and is sent out to approximately 5000 subscribers a month.

*Based on Goodyear, ALMS, and SCCA reports for road racing events

**According to Constant Contact Resource Center data 12.14.09

***According to Webalizer Usage Statistics for FormulaMazdaChallenge.com 08.14.09