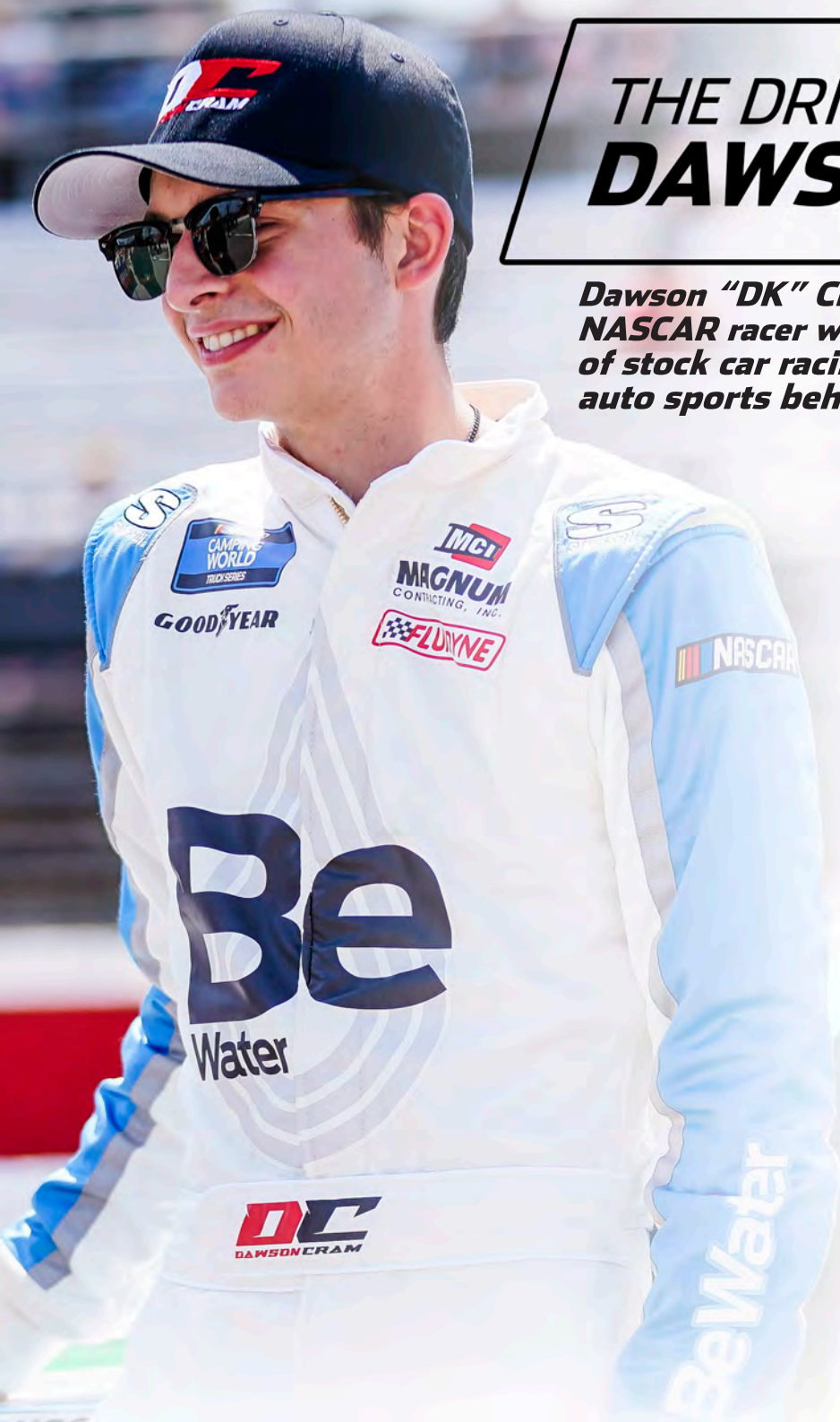




**NASCAR XFINITY SERIES**





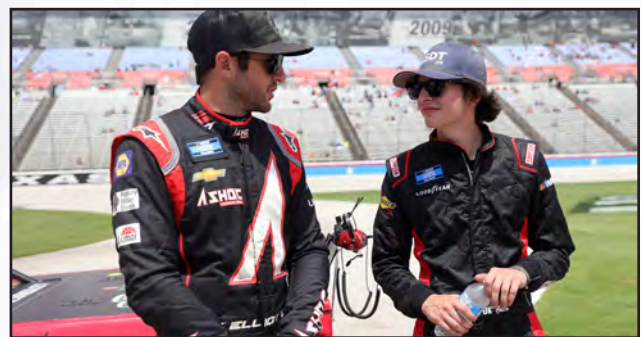
## THE DRIVER: **DAWSON CRAM**

***Dawson "DK" Cram is a 21-year-old up-and-coming NASCAR racer who comes from a long family history of stock car racing. He was born with a passion for auto sports behind the wheel and under the hood.***

Dawson began racing in 2007 at the age of five in Dirt Mini Dwarfs in San Diego, California before moving back to Mooresville, North Carolina and starting in the INEX Bandoleros at age 8, then U.S. Legends Cars at 12, SKE Winged Dirt Karts, Dirt Legends, NASCAR Whelen Late Models at 14, Super Late Models at 16, ARCA Menards and making his first start in the NASCAR Camping World Truck Series at age 16.

The 2020 season was Dawson's first attempt at 13 tracks on the series schedule. His best finish was a 14th place effort at Michigan where he led three laps. With the Covid-19 adjusted schedule, Dawson was faced with the challenge of no practice time at all of these races, with his first laps on track coming at the drop of the green flag.

Midway through the 2020 season, the young racer and his father Kevin Cram made the leap to Team Ownership announcing the establishment of the #41 Cram Racing Enterprises NASCAR Truck team. At just 18 years old Dawson became the youngest NASCAR team co-owner in history.



*"There is no doubt that Dawson can wheel a race car. I've known his family for a long time and have seen them work hard to bring him up in racing. He's not a silver spoon kid and works hard to keep climbing the ranks in a tough sport. What impresses me the most about him is he seeks out advice from veterans and listens to their knowledge. It shows that he pays attention and wants to be the best he can be. I also like that he works on his own stuff, you dont see that much anymore. He's a great kid."*

**-Ron Hornaday, 4 Time NASCAR Truck Series Champion**

In 2021 Dawson made 13 NASCAR Camping World Truck Series starts in the #41 truck with a best finish of 17th place at the Daytona Road Course. He also made his first career start in the NASCAR Xfinity series at Loudon, New Hampshire in the #74 car for Mike Harmon Racing.

Dawson is passionately driven to succeed not only behind the wheel but he is also dedicated to his work off the track as a representative of the sport, as a brand ambassador for his supporters and as a young athlete committed to utilizing his platform for purpose, causes and missions that he believes in and for encouraging his audience to reach for greater heights.



# WHAT WE DELIVER



## BRANDING

- Race Car
- Transporter
- Team Equipment
- Driver Suit
- Team Apparel
- Team Website/Social
- Signage



## DRIVER SERVICES

- Appearances
- Photo Opportunities
- Production Days
- Marketing Rights
- Personal Services
- Autograph Sessions
- Meet & Greets

### Dawson Cram to continue Helping Hands effort at Michigan International Speedway



AUGUST 6, 2020 AT 2:40 PM

Long Motorsports and driver Dawson DK Cram "Hands" tour continues this Friday night August Henry Ford Health System 200 from Michigan International Speedway. The Helping Hands Tour is a continuing effort to support frontline health care workers and first responders during the recent COVID-19 virus.



## PARTNER SERVICES

- Public Relations
- TV, Radio, Print
- Social & Digital Media
- Hospitality
- Licensing
- Cause Marketing
- Sweepstakes & Promos
- Media Buy



# TV COVERAGE



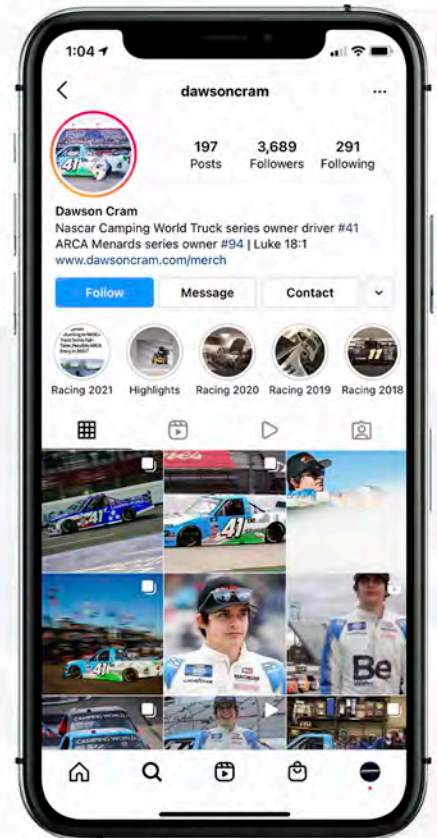
Every NASCAR Xfinity Series race is televised live, with the first half of the season on Fox Sports 1 and the second half on the USA Network. Select races will be broadcasted on NBC. Race updates, driver interviews and news is sent out in real-time via each network's social media platforms.

In addition, MRN Radio broadcasts each race on SIRIUS XM and on their 650 affiliate stations across the country.



# SOCIAL MEDIA

As a young up-and-coming driver, Dawson's social media channels are doing the same. Dawson has a strong following on his most active channel, Instagram, while his Facebook channel continues to grow at a rapid pace.



**@dawsoncram**  
-3,600+ followers

**/dawsoncram**  
1,900 page likes

**@dawsoncram41**  
1,900+ followers





# NASCAR XFINITY SERIES

NASCAR is the pinnacle of American motorsports. A key national, lifestyle and entertainment platform, NASCAR has more than **58 million annual television viewers** (FOX & NBC) across all three national series, **55 million unique digital visitors** and **4 billion social media impressions** per year.

NASCAR represents an incredible business opportunity for companies looking to cultivate their brands. We provide the highest exposure value, elevate brand awareness and engage B2B and consumer audiences during our 10 month schedule of competition.



## 2023 SCHEDULE RELEASE

**DAYTONA**  
SAT | FEB 18

**AUTO CLUB**  
SAT | FEB 25

**LAS VEGAS**  
SAT | MAR 4

**PHOENIX**  
SAT | MAR 11

**ATLANTA**  
SAT | MAR 18

**COTA**  
SAT | MAR 25

**RICHMOND**  
SAT | APR 1

**MARTINSVILLE**  
SAT | APR 15

**TALLADEGA**  
SAT | APR 22

**DOVER**  
SAT | APR 29

**DARLINGTON**  
SAT | MAY 13

**CHARLOTTE**  
SAT | MAY 27

**PORTLAND**  
SAT | JUN 3

**SONOMA**  
SAT | JUN 10

**NASHVILLE  
SUPERSPEEDWAY**  
SAT | JUN 24

**CHICAGO STREET RACE**  
SAT | JUL 1

**ATLANTA**  
SAT | JUL 8

**NEW HAMPSHIRE**  
SAT | JUL 15

**POCONO**  
SAT | JUL 22

**ROAD AMERICA**  
SAT | JUL 29

**MICHIGAN**  
SAT | AUG 5

**INDIANAPOLIS ROAD  
COURSE**  
SAT | AUG 12

**WATKINS GLEN**  
SAT | AUG 19

**DAYTONA**  
FRI | AUG 25

**DARLINGTON**  
SAT | SEP 2

**KANSAS**  
SAT | SEP 9

PLAYOFF RACES

**BRISTOL**  
FRI | SEP 15

**TEXAS**  
SAT | SEP 23

**CHARLOTTE ROVAL**  
SAT | OCT 7

**LAS VEGAS**  
SAT | OCT 14

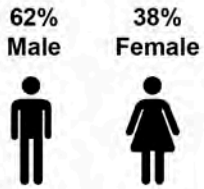
**HOMESTEAD-MIAMI**  
SAT | OCT 21

**MARTINSVILLE**  
SAT | OCT 28

**PHOENIX**  
SAT | NOV 4



# NASCAR FAN DEMOGRAPHICS



## Geographic Distribution



## Top 5 NASCAR Markets (by number of people interested in the sport)

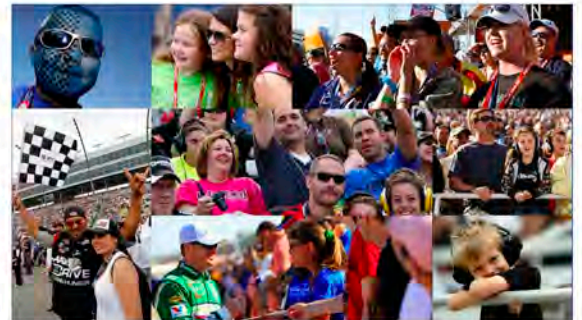
1. Los Angeles
2. New York
3. Chicago
4. Atlanta
5. Philadelphia

Source: Nielsen Scarborough (USA+ Release 1, 2021). Field dates: January 2020 – May 2021. Sample size is approximately 49,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]  
NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.



# FAN RESPONSIVENESS

NASCAR fans are very responsive to team/driver sponsors and have historically been the most loyal in sports when compared to the NBA, NFL, MLB and the NHL.



When compared to the General Population, NASCAR fans are...

**+56%** more likely to engage with a sponsor brand

**+38%** more likely to be loyal to a sponsor brand

**+23%** more likely to consider a sponsor brand

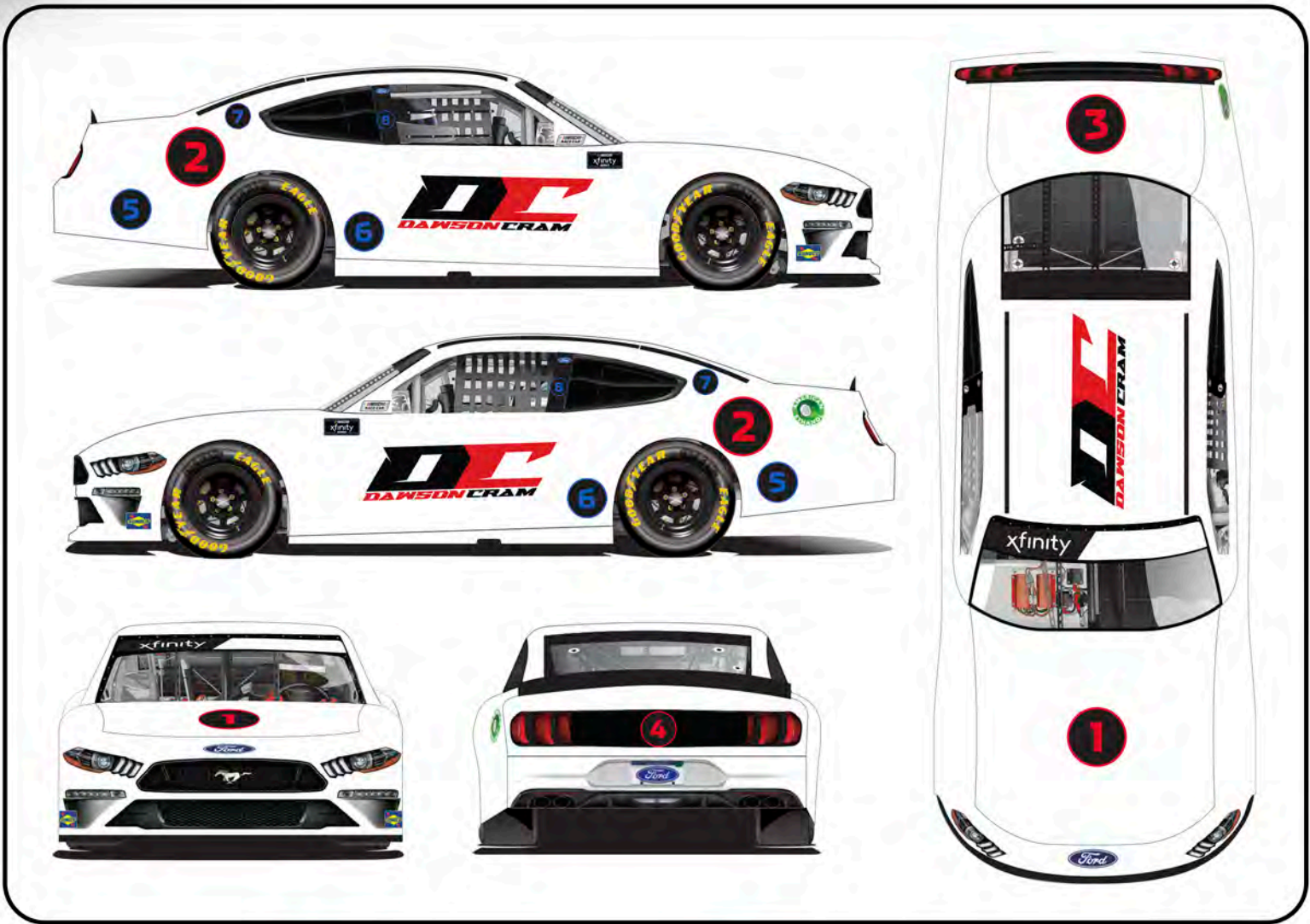
**+93%** more likely to recommend a sponsor brand

Source: Nielsen Scarborough (USA+ Release 1, 2021). Field dates: January 2020 – May 2021. Sample size is approximately 49,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]  
NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.





# BRANDING AREAS



- 1** Hood
- 2** Quarter Panel
- 3** Deck Lid
- 4** TV Panel
- 5** Lower Quarter
- 6** Lower Quarter
- 7** C-Post
- 8** B-Post

**Primary**

**Associate**



## VIP EXPERIENCES



- Personal at-track host and itinerary for all guests for the race weekend
- VIP access to the NASCAR Xfinity Series garage and pit road during event weekend (under 18 limited when track is hot)
- Hosted garage tour
- Behind-the-scenes drivers meeting access
- Pit box access on pit road during the race
- Victory lane access (if team wins race)
- Professional photos of experience
- Other deliveries available at sponsor's request

## CONTACT

*Thank you for your time! We look forward to hearing from you.*

**Cram Enterprises**  
**704-609-4608**  
**dawsoncramracing@gmail.com**  
**dawsoncram.com**

