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Drivers In Daytona 500 Generate About \$45M In Value To Sponsors

The 43 race cars on the track during the Daytona 500 broadcast on Fox delivered almost \$45M in value to their affiliated sponsors, according to an analysis of the race conducted by K.C.-based sponsorship measurement firm Image Impact. Matt Kenseth, who won the race, delivered a total of \$3.9M in exposure for his affiliated sponsors, and Kenseth's primary sponsor DeWalt Tools accounted for \$2.1M of that exposure. Still, it was Dale Earnhardt Jr., who caused a multi-car wreck after rear-ending Brian Vickers, who delivered the most brand value to his sponsors at \$4.4M. The following lists the top 10 drivers in brand delivery from the Daytona 500 (*Image Impact*).

Rank	Car #	Driver	Duration (MM:SS)	QI	MV
1	88	Dale Earnhardt Jr.	20:37	0.175	\$4,409,553
2	17	Matt Kenseth	13:16	0.237	\$3,891,293
3	18	Kyle Busch	12:38	0.217	\$3,567,796
4	24	Jeff Gordon	14:07	0.191	\$3,181,804
5	99	Carl Edwards	10:20	0.221	\$2,827,160
6	96	Bobby Labonte	06:46	0.321	\$2,690,133
7	14	Tony Stewart	09:55	0.197	\$2,065,133
8	5	Mark Martin	09:12	0.189	\$1,975,578
9	48	Jimmie Johnson	09:59	0.163	\$1,792,736
10	42	Juan Pablo Montoya	08:16	0.168	\$1,614,386

METHODOLOGY: Includes Daytona 500 race as well as the "Road to Daytona" pre-race show on Fox. The QI ScoreSM (Quality Impact Score) is indicative of a detection's impact potential based upon observable presentation attributes such as duration, size, isolation and presentation type. The MV (Monetary Value) is a quality adjusted value of sponsorship presentations benchmarked against the broadcast's negotiated 30-second ad rate.