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Tracking The Impact: Lowe's Top Brand In Venue Sponsor Category



Lowe's Receives Most Exposure
Of NASCAR Track Sponsor In Study

Kansas-based Image Impact studied the exposure received by the 149 brands that had sponsorship deals with at least one of the 22 tracks hosting a NASCAR Nextel Cup race this season. To generate a detection in this "venue sponsor" category, a brand's placement had to be endemic to the track hosting the race, such as via a billboard or infield signage. Lowe's received more than \$4.9M in exposure, or 14.7% of the total monetary value that all venue sponsors received. For context, Lowe's pays \$3.5M per year for naming rights to Lowe's Motor Speedway. Tums finished No. 149, gaining only five detections for a total of 7.70 seconds and a monetary value of \$150. On the audio detection end, while Lowe's and Infineon remain the

only two Nextel Cup tracks with naming-rights deals, the announcers during the April 1 race at Martinsville mentioned that local hot dog company Jesse Jones was a track sponsor as they ate the company's hot dogs on the air. The following lists the top venue sponsors in terms of exposure during the '07 NASCAR Nextel Cup season. Also see this week's SportsBusiness Journal for exclusive research examining brand exposure through the '07 Nextel Cup season (*Image Impact*).

VENUE SPONSOR TOTALS

Total (visual + audio detections)

RK	BRAND	# DETECTIONS	DURATION (HH:MM:SS)	VALUE
1	Lowe's	411	34:28:00	\$4,929,561
2	Toyota	612	37:59:70	\$2,637,775
3	Chevrolet	687	30:29:70	\$2,105,380
4	Sprint	371	20:32:70	\$1,870,075
5	Pepsi	570	23:45:10	\$1,675,332
TOTAL (149 BRANDS)		7,807	32:55:60	\$33.6M

Audio Detections Only*

RK	BRAND	# DETECTIONS	DURATION (HH:MM:SS)	VALUE
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1	Lowe's	87	07:15.0	\$2,166,509
2	Infineon Technologies	24	02:00.0	\$4,395,959
3	Jesse Jones	3	00:15.0	\$90,415

NOTE: * = Represents the cumulative time through the season in which a brand was mentioned specifically in reference to its sponsorship with the host track.
