



BRAND

9 ½ hours of first-run national TV exposure plus rebroadcasts featured colorful track signage. Also seen by more than 185,000 fans in attendance!





PROMOTE

The event is a great way to capture the Southern California market, second-largest DMA in the United States, with a major advertising/promotional campaign in the 4-5 weeks leading up to race weekend.



MEDIA IMPACT

Total Media Placements.....	4,138
Total Publicity Value	\$26,680,763
Print Placements.....	529
TV/Radio Broadcast Placements	464
Online News/Print/Radio/TV Placements	3,145

Provided by Meltwater, TV Eyes, NewsEdge and compete.com

SOCIAL MEDIA IMPACT

38,561 total mentions of the event across Facebook, Twitter and Instagram.

FACEBOOK (APRIL 1-15)

- › Posts reached a cumulative audience of 2,767,635, an average of 184,509 per day.
- › Total post engagements were 234,271, an average of 15,618 per day.

TWITTER (APRIL 1-15)

- › Total impressions: 693,000 from 377 Tweets and 6,461 mentions.
- › TGPLB hashtag trended in the top 5 nationally on April 14 and April 15.

INSTAGRAM (APRIL 9-15)

- › 113 posts generated a total of 229,205 impressions or 32,743 per day.
- › Total reach averaged 10,692 people (unique accounts) per day.

Provided by Meltwater, Facebook Analytics, Instagram and Twitter.



DEMOGRAPHICS

Gender

Male	59%
Female	41%

Age Groups

0-17	9%
18-24	11%
25-34	28%
35-44	28%
45-54	17%
55+	7%

Marital Status

Married	52%
Single.....	48%

Education

College Graduate	34%
Some College	46%
High School	20%

Race

White.....	58%
Hispanic.....	25%
Asian	11%
African-American.....	5%
Other.....	1%

Household Income

250k+	8%
\$150k – 240k	14%
\$100k – 149k.....	26%
\$75k – 99k	21%
\$50k – 74k.....	20%
Under \$50k.....	11%

Some data provided by DOORSTAT (2016)



FAN-FRIENDLY!



ENTERTAIN

OUR SUITES, CLUBS AND CHALETs ARE THE BEST YOU'LL FIND AT ANY TEMPORARY RACING FACILITY IN NORTH AMERICA

