



# The American Off-Road Racing Series

## PROMOTIONAL & MARKETING DATA

### Best In The Desert is North America's Premier Off-Road Desert Racing Sanctioning Body

In nearly four decades of experience founded on years of sponsoring and promoting successful national events, Best In The Desert has forged new frontiers in the sport of Off-Road Desert Racing. Using proven promotional and advertising techniques, and combining them with genuine concern for both racers' needs and environmental

concerns, Best In The Desert along with its competitors and sponsors enjoys recognition and exposure never before seen in the sport. As a result, Best In The Desert continues to grow in strength and popularity as it draws the largest racer entry fields of any major off-road racing organization.

## Demographics

<b>AGE:</b>		<b>MARRIED:</b>		<b>HOUSEHOLD INCOME:</b>		<b>EDUCATION:</b>	
9%	60+	70%	YES	73%	\$100,000+	25%	HIGH SCHOOL GRAD
24%	50-59	30%	NO	6%	\$80,000-\$99,999	39%	SOME COLLEGE
38%	40-49			8%	\$60,000-\$79,999	31%	COLLEGE GRAD
20%	30-39	<b>AVERAGE NUMBER OF</b>		8%	\$40,000-\$59,999	5%	POST GRAD
10%	20-29	<b>CHILDREN:</b>	2.6	1%	\$30,000-\$39,000		

Figures based on 2015 survey.

### RACE ATTENDANCE (BLM\* Estimates)

10,000 to 40,000 spectators per race, depending on event and location.

\*Bureau of Land Management

*Life is an Adventure. Come Live Your Adventure with Best In The Desert...*

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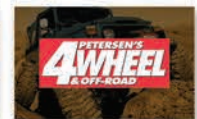
## Print & Online Exposure

News and publicity releases about each event reach over 4,000 targeted print and online national and international publications and individuals on a regular basis. Total circulation of these publications, including pass-along readership, is well over 20 million readers.



Many manufacturers utilize Best in the Desert as a showcase for how well their products work, and their exposure in their advertising and publicity garners millions of impressions. On-line coverage on the major off-road sites, and main-stream sites such as ESPN provide millions more impressions.

Major automotive, truck, motorcycle, ATV and UTV enthusiasts publication routinely cover Best In The Desert events both in print and online, including the following and many, many more:



The Best In The Desert website averages more than one million visitors per year. Additionally, more than 25,000 people log on to the site for information on all aspects of each race.

For the weeks prior to and after each race, The Best In The Desert facebook page receives a total weekly reach ranging from 90,000 to over 400,000.







Casey Folks, director of the Best In The Desert, commented, "I am extremely pleased our premiere Best in the Desert events are showcased on networks all across America. This tremendous exposure is awesome for our racers, teams and their sponsors. In addition, the viewing audience gets to experience some of the most exciting desert racing in the world."



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### Television Exposure

Best In The Desert is proud to offer the most extensive coverage of off-road desert racing available on television. Lucas Oil produces five shows that include the **Parker 425**, **Silver State 300**, **Vegas to Reno**, **Blue Water Desert Challenge** and **Henderson 250**. Mad Media produces the **Mint 400** show. Best In The Desert races are broadcast on the NBC Sports network and MAV TV.



### Best in the Desert Race Series Impact/Reach

Event	Spectators	TV Network	Reach	Social Media	Web	PR
Parker 425	20k	Mav TV / NBC Sports	27M- 80M	3M	350k	300k
Mint 400	55k	NBC	140M	100M	1.5M	3M
Silver State 300	7k	Mav TV	27M	3M	350k	300k
Vegas to Reno	20k	Mav TV / NBC Sports	27M- 80M	3M	350k	300k
Desert Challenge	20k	Mav TV / NBC Sports	27M- 80M	3M	350k	300k
Henderson 250	7k	Mav TV	27M	3M	350k	300k

#### Television:

5 original hours + 5 re-airs on MAVTV (10 total)

3 original hours + 3 re-airs on NBC Sports Network (6 total)

The Mint 400 is part of the RedBull Signature Series on NBC primetime

### Best In The Desert Sponsors



Official Truck



Official Tires



Official Oil



Official Lights



Official Motorcycle



Official UTV



Official Fuel



Official Gloves



Official Suspension



Official Communications



Las Vegas, NV



Official Web Design Company

