

# ABRacing

Division of Appliance Busters Ltd  
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## Sponsorship Inquiries

**AB Racing** has unique marketing opportunities and wants to be your vehicle to continued marketing success.

If you are interested in partnering with Jack, please send sponsorship inquiries to: [jackbardgett@bellnet.ca](mailto:jackbardgett@bellnet.ca)

## Drag Racing

Championship drag racing displays the fastest racecars in the world. A drag race is an acceleration competition, where two racecars start from a dead stop and accelerate down the quarter mile (1320 feet). This series of events occurs until there is one driver remaining, the winner.

## Why Drag Racing?

An international sport, Canadian and NHRA drag racing gives benefits to sponsors that are not available through other sports promotions.

- Unlimited access to the pit area is the landmark of championship drag racing. Drag racing allows close face-to-face interaction between the sponsors, drivers, crews, and fans, where fans are eager to support the sponsors that support their sport.
- A first-class showcase to display your product without the blur of consumer clutter.
- Execute first-class corporate hospitality in a wholesome, team-inclusive sports environment.

The following are some market demographics of the consumers that attend NHRA motorsports events.

**Age Demographics:**

69% are between the ages of 18-34

30% are between the ages of 35-54

**Brand Loyalty Demographics:**

73% of NHRA spectators are brand loyal (as compared to:)

38% of NBA spectators being brand loyal

36% of NFL spectators being brand loyal

**Gender Demographics:**

66% are Male

34% are Female

Female interest is increasing each year

**Economic Demographics:**

38% fall in the \$30,000 to \$39,999 income bracket

21% fall in the \$40,000 to \$49,999 income bracket

12% fall in the 50,000 or greater income bracket

**Lifestyle Demographics:**

77% own a computer

61% are connected to the internet

61% own a cell phone

94% purchase soft drinks

79% own a car stereo

87% have Cable or Satellite TV

92% own a camera

32% plan to buy a car within the next 12 months

The diversity embodied by Jack Bardgett gives him the ability to reach a variety of demographics that have tremendous spending power.