



AMERICAN RALLY
ASSOCIATION®

SPONSORSHIP OPPORTUNITY

**REAL ROADS,
REAL CARS,
REAL FUN**

”

**It's one of those things that
I can constantly chase
because it's a sport you'll
never perfect...**

~Brandon Semenuk



ABOUT US



- Largest Rally Series in the US based on every metric
- Only US National Championship
- Factory Teams & Privateers
- Tremendous Grassroots Support
- Three Regional Championships
- Backed by USAC - the largest motorsports sanctioning body



WHY RALLY

For the Challenge

Our Competitors are:

- A wide variety of skills
- Mostly self funded
- From nearly every state
- Individually successful
- High Level Professionals
- Adventurous
- Travelers



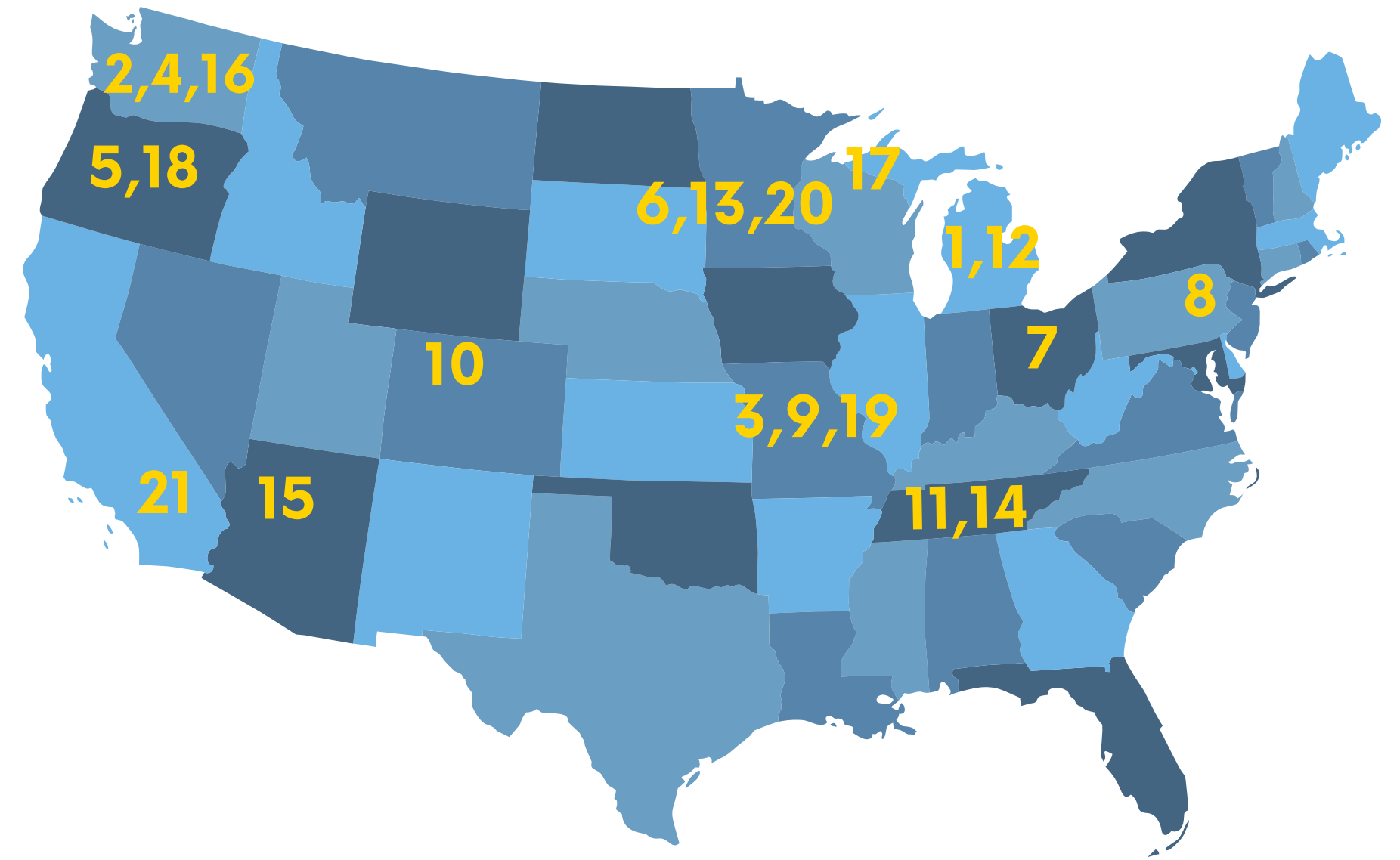
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A race driver will do 10 corners 100 times, so his skill is duplications. A rally driver will do 1,000 corners, every one different, at different speeds, so his skill lies in adaptation.

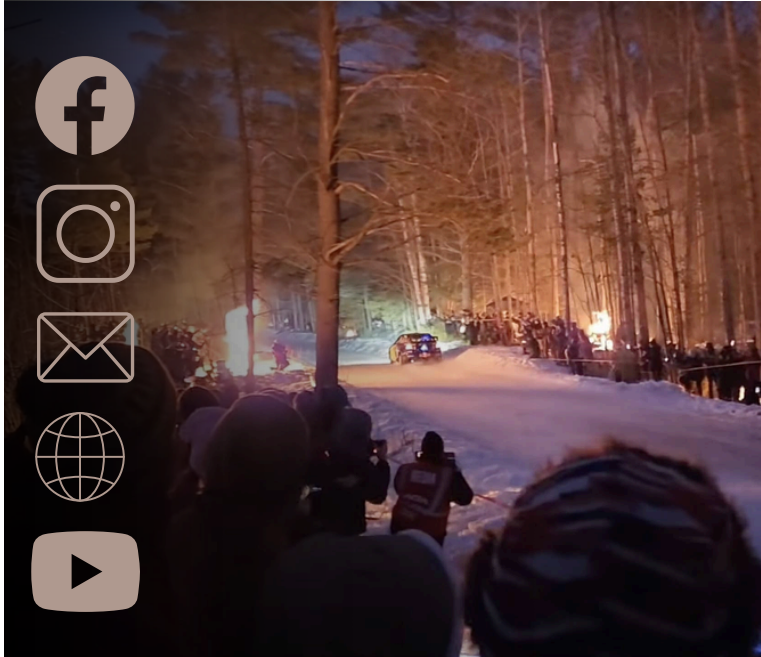
~John Buffum

THE SERIES

- 2024: 21 Events in 11 States
- February to December
- Multi-Surface, Multi-Environment
- 800+ Starters
- Thousands of Spectators
- Millions of Views
- Unique opportunities to create dynamic media content



BUILDING OUR FANS



Large Social Presence

Active on all platforms - Series and competitors have professional media teams



Spectator & Expose Areas

Fans can see the cars up close, purchase merchandise and interact with the teams



Rallysprints

Four events in 2023 with opportunity to grow to other regions - Easy, Intimate, social introduction to competing



Rally Schools

Partnered with 3 schools across the country.
Team O'Neil - CT
Rally Ready - TX
Dirtfish - WA

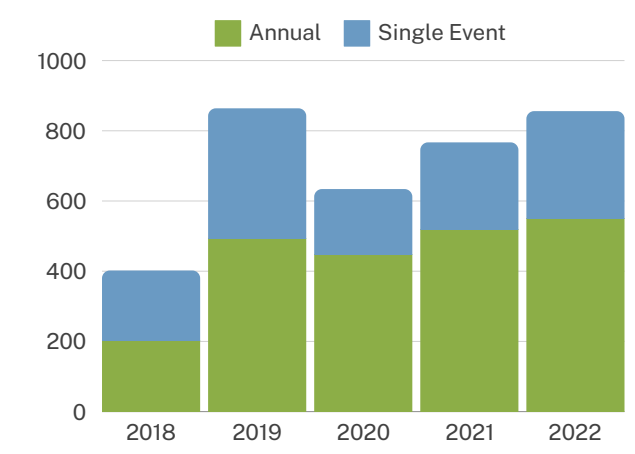




2022 LICENSE DATA

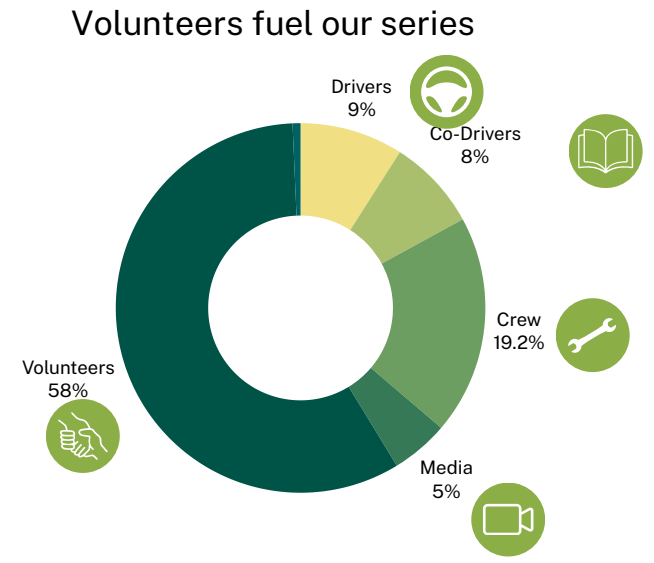
4760 PEOPLE LICENSED IN 2022
Drivers, Co-Drivers, Crew,
Media, Volunteers & Officials

STILL GROWING
12% GAIN OVER 2021
In Total Competition Licenses
Drivers & Co-Drivers



HOW IT BREAKS DOWN

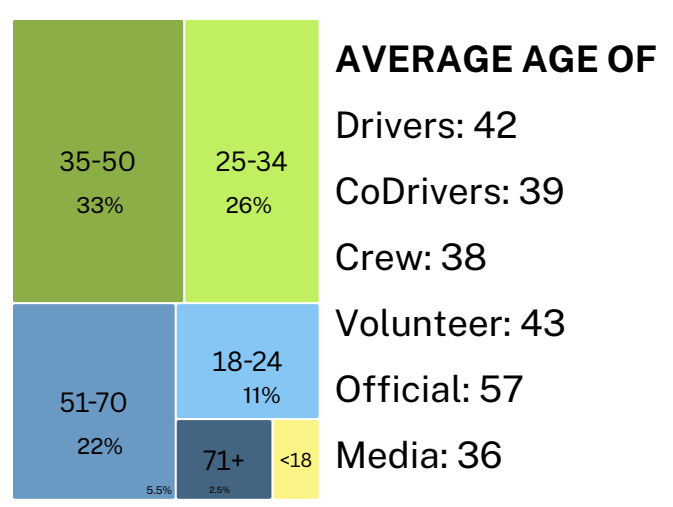
TOTAL LICENSES



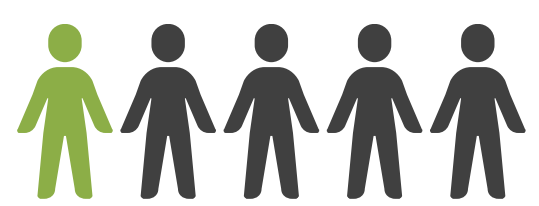
ONLINE REGISTRATION
HOW PEOPLE ACCESS RED PODIUM
50% Desktop, 38% Tablet, 12% Mobile
31,400 Page Visits
6169 Unique Registrations
4m 9s Average Transaction

EVERY GENERATION

59% OF LICENSE HOLDERS ARE 25-50
We also had 120 teenagers & 25 octogenarians



Drivers: 42
CoDrivers: 39
Crew: 38
Volunteer: 43
Official: 57
Media: 36

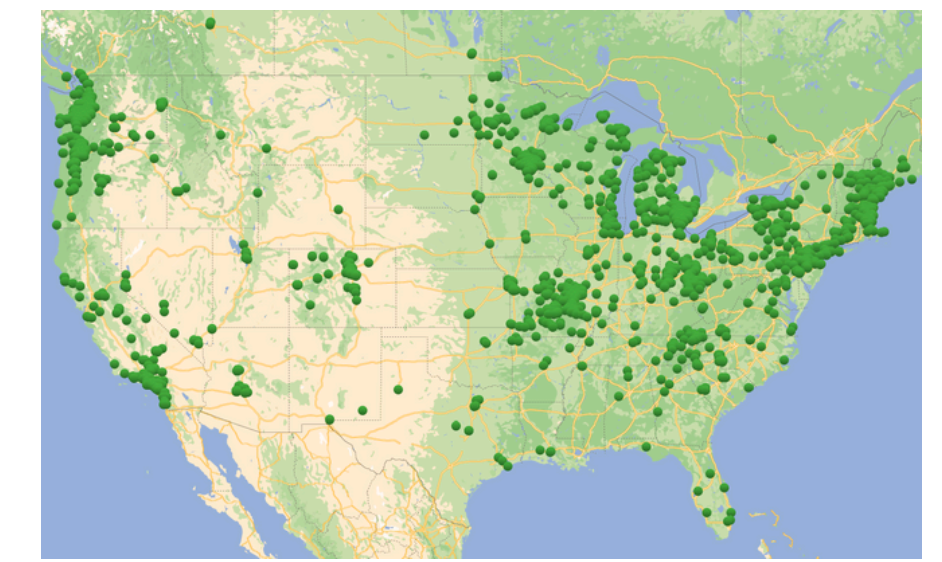


SHE RALLY
WOMEN ACCOUNTED FOR
1 in 5 Co-Drivers
1 in 20 Drivers
1 in 10 Crew Members

CREW
TEAMS REGISTERED
31% Had Zero Crew
28% List One Crew
10% Had 4+ Crew

NATIONWIDE

WHERE WE LIVE
Plus members in Ireland, UK, Mexico and France



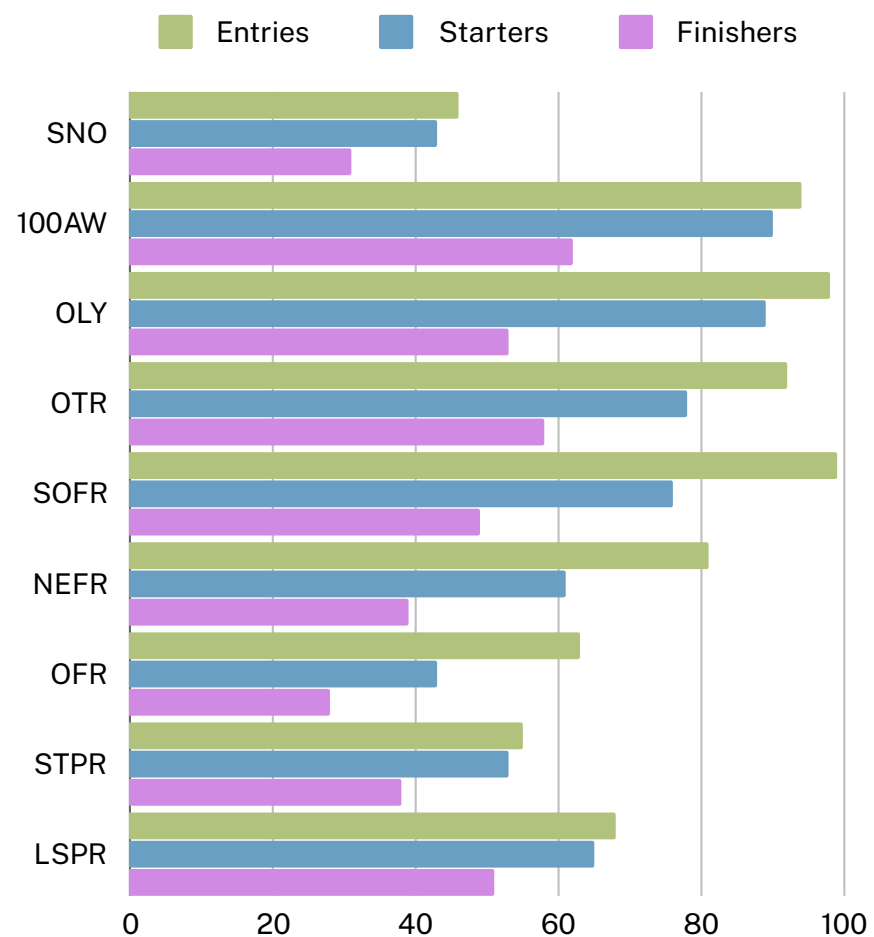


EVENTS DATA

2022

834

TOTAL STARTERS
 598 @ 9 Nationals
 219 @ 9 Regionals
 17 @ RallySprint
 UP 14% from 2021



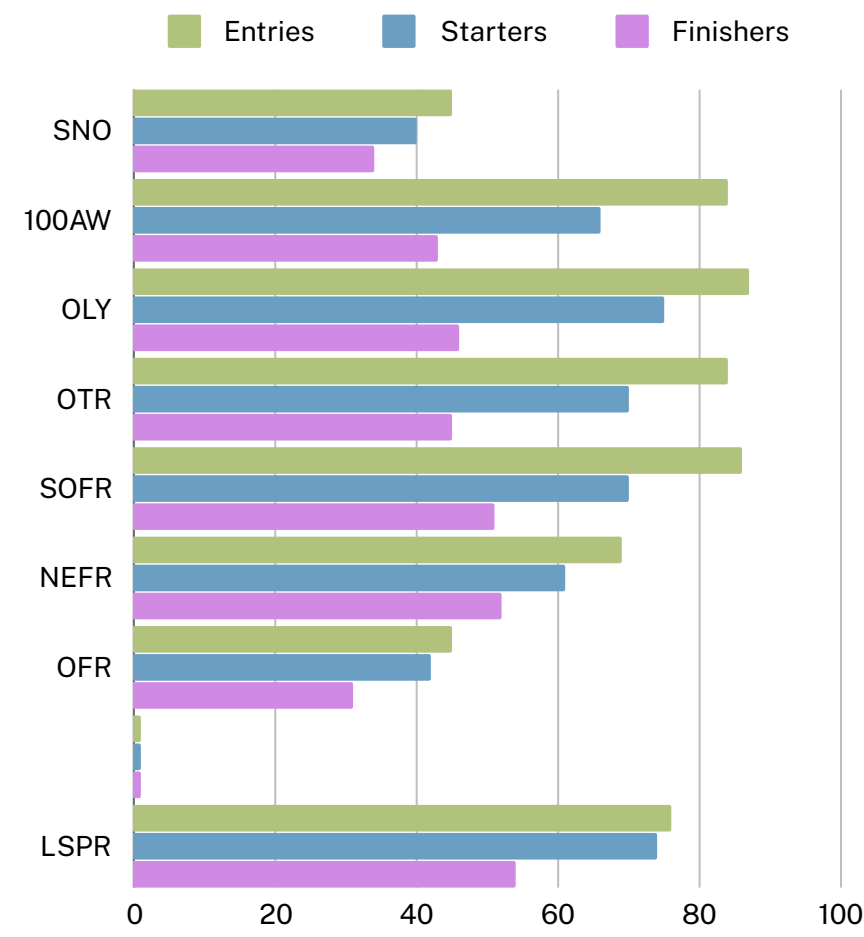
9 NATIONALS
3 SUPER REGIONALS
6 REGIONALS
1 RALLYSPRINTS

@ THE NINE NATIONALS
 58% of starters were Regional Entries

2023

784

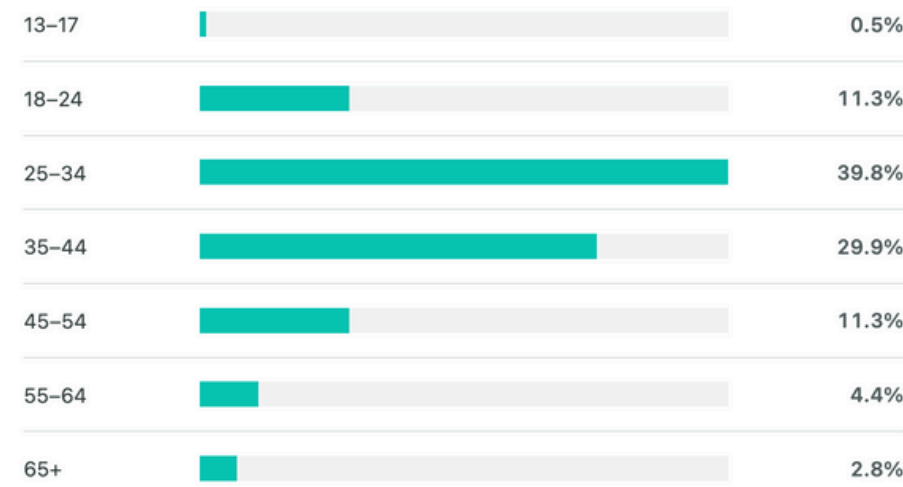
STARTERS YTD (to 10/20)
 498 @ 8 Nationals
 208 @ 9 Regionals
 14 @ RallySprint
 3 Regionals &
 3 RallySprints to go



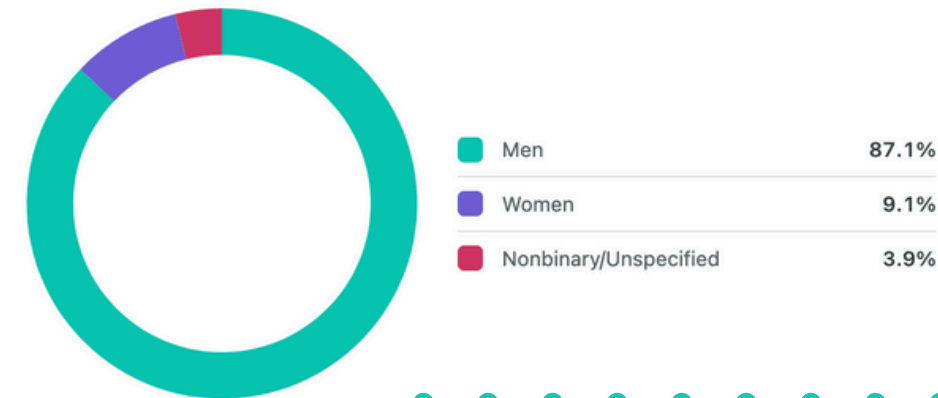
@ THE EIGHT NATIONALS
 65% of starters were Regional Entries

FOLLOWER'S DEMOGRAPHICS

Audience by Age



Audience by Gender



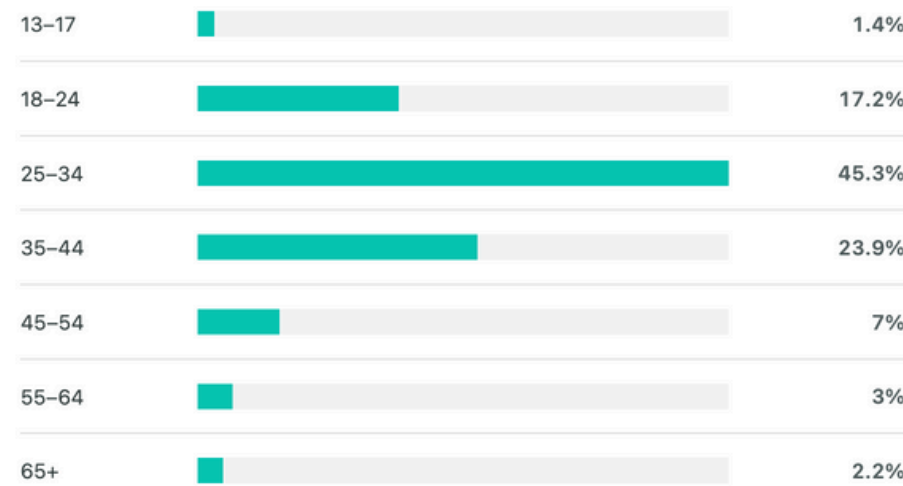
Men between the ages of 25-34 have a higher potential to see ARA content and visit American Rally Association's Page.



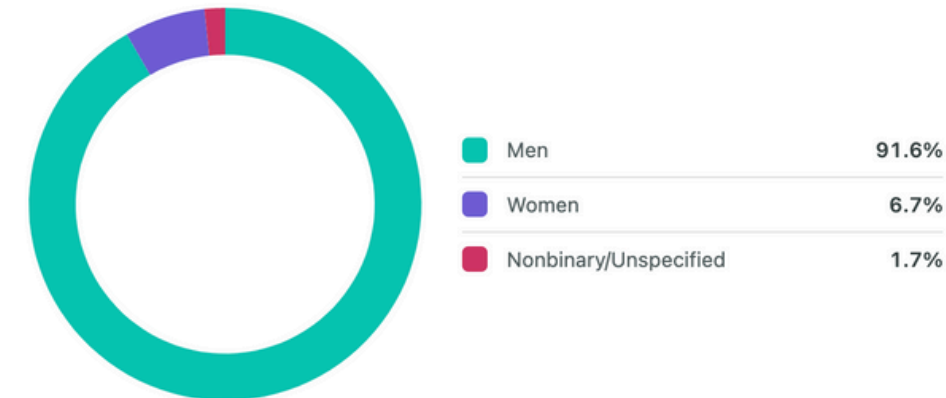
TOP 5 COUNTRIES

REACH DEMOGRAPHICS

People Reached by Age



People Reached by Gender



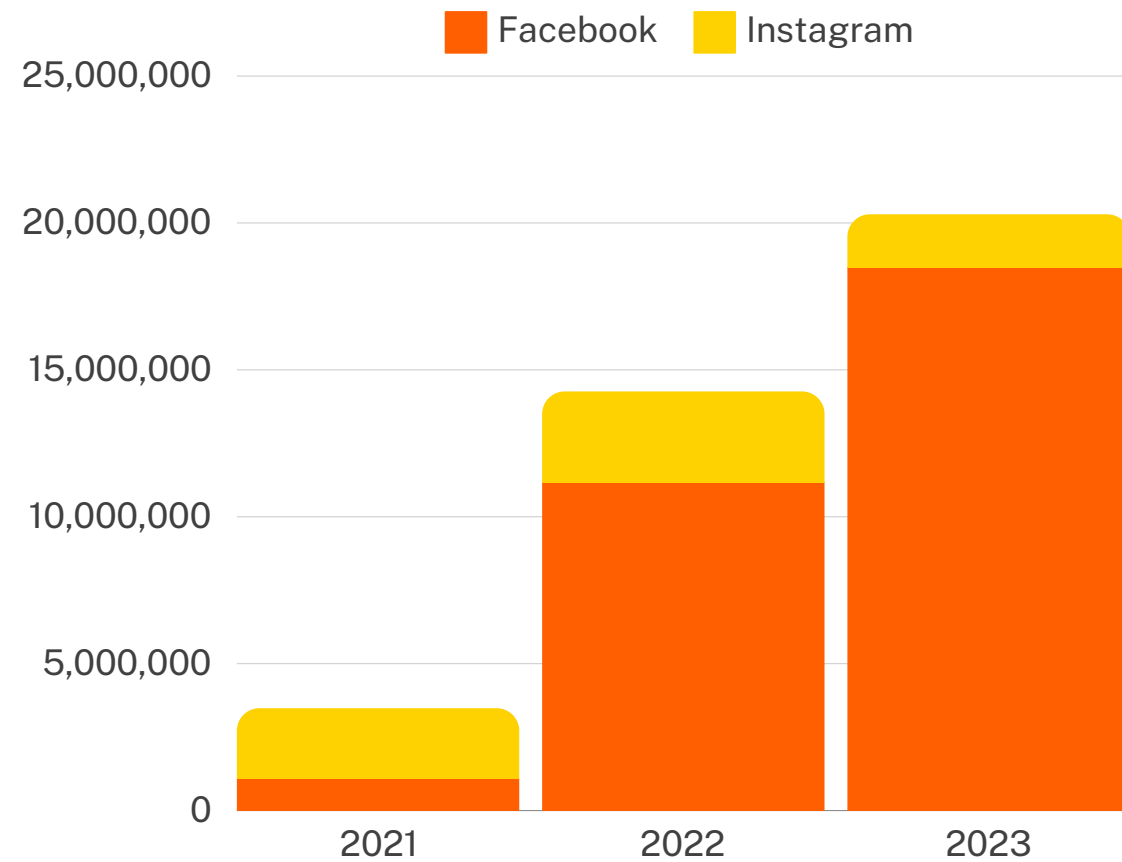
People Reached Top Countries

| Country | Daily Average |
|----------------|---------------|
| United States | 16,761.06 |
| Mexico | 2,846.95 |
| Australia | 2,693.75 |
| United Kingdom | 2,646.71 |
| Poland | 2,411.37 |

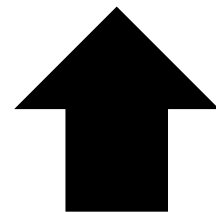


IMPRESSIONS & REACH

AMERICAN RALLY ASSOCIATION SOCIAL MEDIA RECEIVED **20.3 MILLION** IMPRESSIONS IN 2023

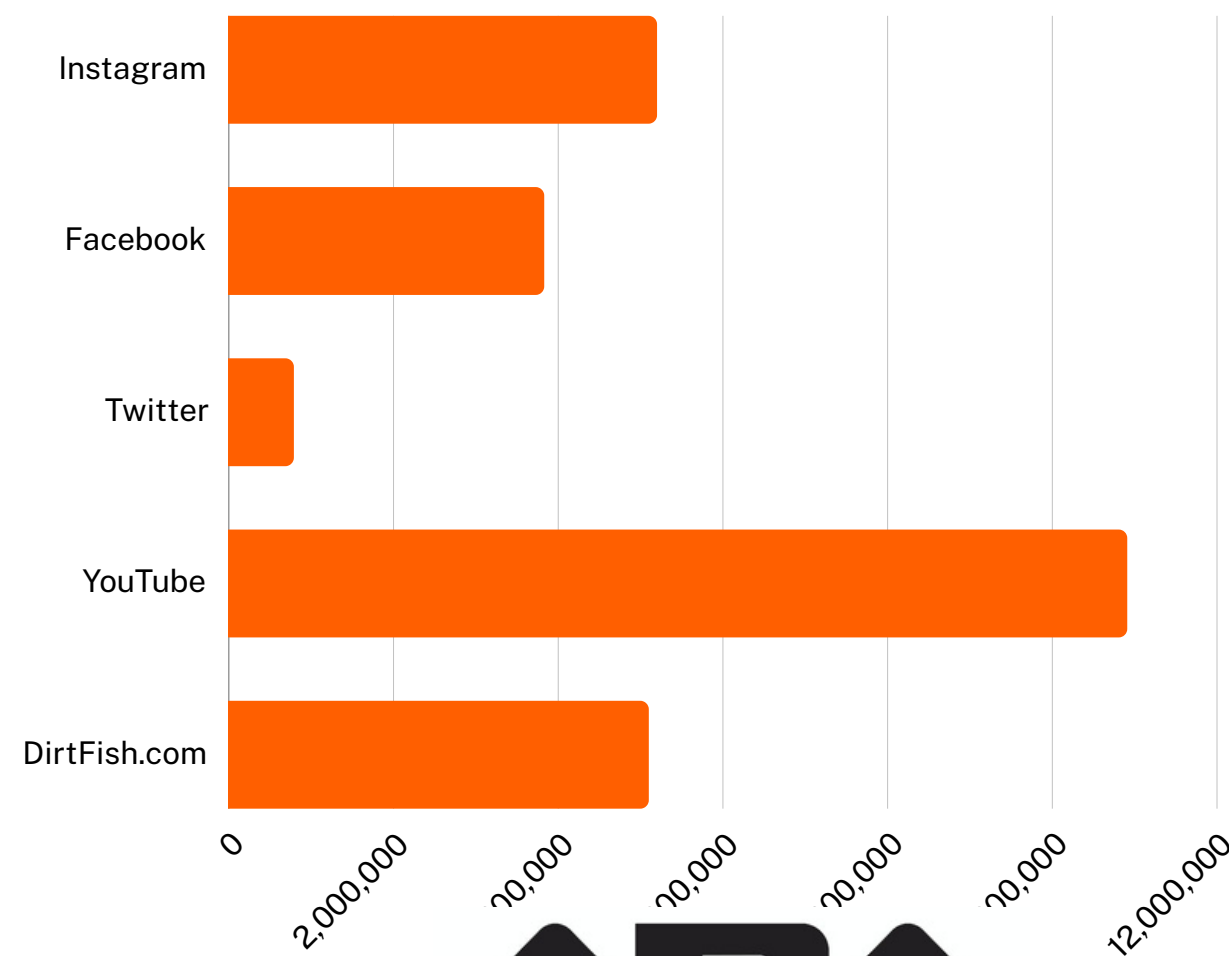


AMERICAN RALLY ASSOCIATION
 ARA_RALLY



483% INCREASE VS 2021
43% INCREASE VS 2022

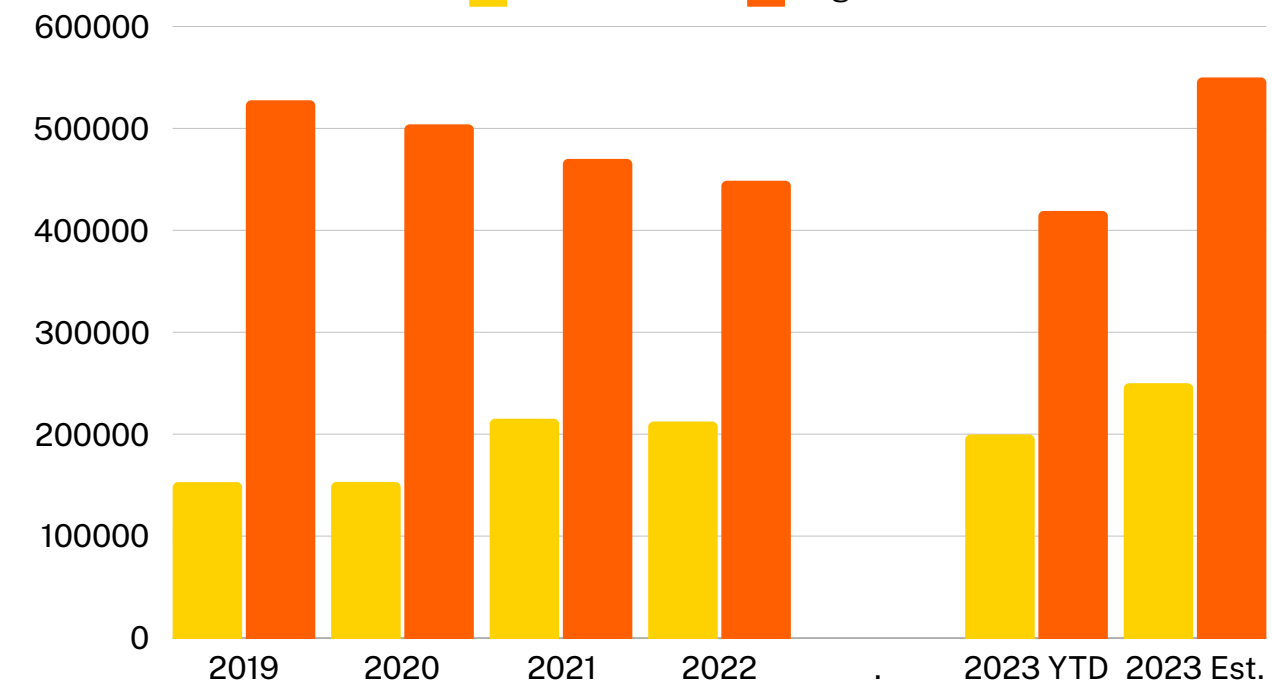
THROUGH DIRTFISH CHANNELS ARA CONTENT RECEIVED **27.1 MILLION** IMPRESSIONS IN 2023



2,369,761 Page
 views since 2019
 from 494,960
 Unique Visitors



13,839 active email recipients
 Site Sessions
 Page Views





OPPORTUNITY

THANK YOU

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