



2027 PARTNERSHIP REPORT

35 RACEWAY PARK | Dirt Track | 3500 Little Creek Rd, Frankfort, OH 45628

Built on 2026 results | Reporting period: Sept 28, 2025 – Sept 28, 2026

Note: this year's report runs Sept-to-Sept rather than Jan-Dec.

REAL RACING. REAL REACH. 2.5 MILLION+ IMPRESSIONS. We don't just offer a logo on a wall. We offer a captive audience at the track and a viral audience online – and 100% of our Facebook reach was earned organically, with \$0 spent on ads.

2,559,650

TOTAL IMPRESSIONS
digital + on-site

2.5M

FACEBOOK VIEWS
up 61.5% vs. prior period

322.3K

PEOPLE REACHED
unique Facebook viewers

1,000+

FANS PER EVENT
5 hours of live exposure each

THE DIGITAL EXPLOSION

FACEBOOK (The Powerhouse) - 100% organic, \$0 ad spend

- 2,474,085 Views (2.5M) – up 61.5%
- 322,348 Viewers Reached – 18.2K Content Interactions (up 38%)
- 15,175 Followers – 1.5K New Follows (up 9.3%)
- 142.8K Page Visits – 3K Link Clicks
- 79.3K 3-Second Video Views – 21 days, 22 hrs of Watch Time
- Top Post: "ATTENTION DRIVERS & CREW" (Aug 10) – 324.2K Views
- "2026 Racing Season: Opening Night May 2nd" – 47.6K Views

YOUTUBE - race videos with sponsor logo overlays

- 20,565 Views (20.6K) – 1.5K Hours of Watch Time
- 1,382 Subscribers (+61 this period)

TOTAL DIGITAL REACH: 2,494,650 VIEWS (~2.5 MILLION)

THE ON-TRACK EXPERIENCE

EVERY RACE NIGHT - what your brand gets, per event

- 1,000 Average Fans – a captive, local crowd
- Dwell Time: 5 Hours of Live Exposure
- 5,000 Est. On-Site Impressions (1,000 fans × 5 hrs)

ON-SITE IMPRESSIONS PER EVENT: 5,000¹

THE DEMOGRAPHIC

- **Gender:** 63.7% Men | 36.3% Women
- **Core Age:** 35-44 largest, then 25-34 and 45-54 (Prime Spending Power)
- **Local Reach:** 99.4% U.S. audience centered on south-central Ohio
- **TOP CITIES:** Chillicothe 6.5% · Washington C.H. 3.5% · Frankfort 3.4% · Columbus 2.9% · Greenfield 2.4% · Circleville 1.4% · Waverly 1.3% · Jackson 1.1% · Grove City 0.9% · Springfield 0.9%

HOW WE COUNT: 2,474,085 Facebook views + 20,565 YouTube views + 65,000 season on-site fan-hours = **2,559,650 TOTAL**

UNBEATABLE VALUE

Your marketing budget goes up to 47x further at the track. **COST PER 1,000 IMPRESSIONS (CPM) COMPARISON:** our 2026 results against the same 2025 market averages used in last year's report.²

LOCAL RADIO

\$12.00

avg.

FACEBOOK ADS

\$9.00

avg.

STANDARD BILLBOARD

\$5.00

avg.

35 RACEWAY PARK

< \$1.00

every package \$2,500 & under

GO FAST, TURN LEFT! Don't get left in the dust – lock in your 2027 partnership today.

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35Raceway.com | Facebook: 35Racewaypark | YouTube: @35Racewaypark

¹ On-site method: 1,000 avg. fans × 5 hours = 5,000 fan-hours per event, conservatively counted as one brand impression per fan-hour; 2026 season on-site total = 65,000 fan-hours. Total impressions = Facebook views + YouTube views + on-site impressions. ² CPM = package price ÷ (2,559,650 total impressions ÷ 1,000); every 2026 package priced at \$2,500 or less comes in under \$1.00 (backstretch billboard = \$0.25 CPM vs. \$12.00 radio = 47x). Market averages are the 2025 benchmarks from our 2025 report. Digital figures: Meta Business Suite and YouTube analytics, Sept 28, 2025 – Sept 28, 2026; Facebook results are 100% organic (\$0 ad spend).