



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



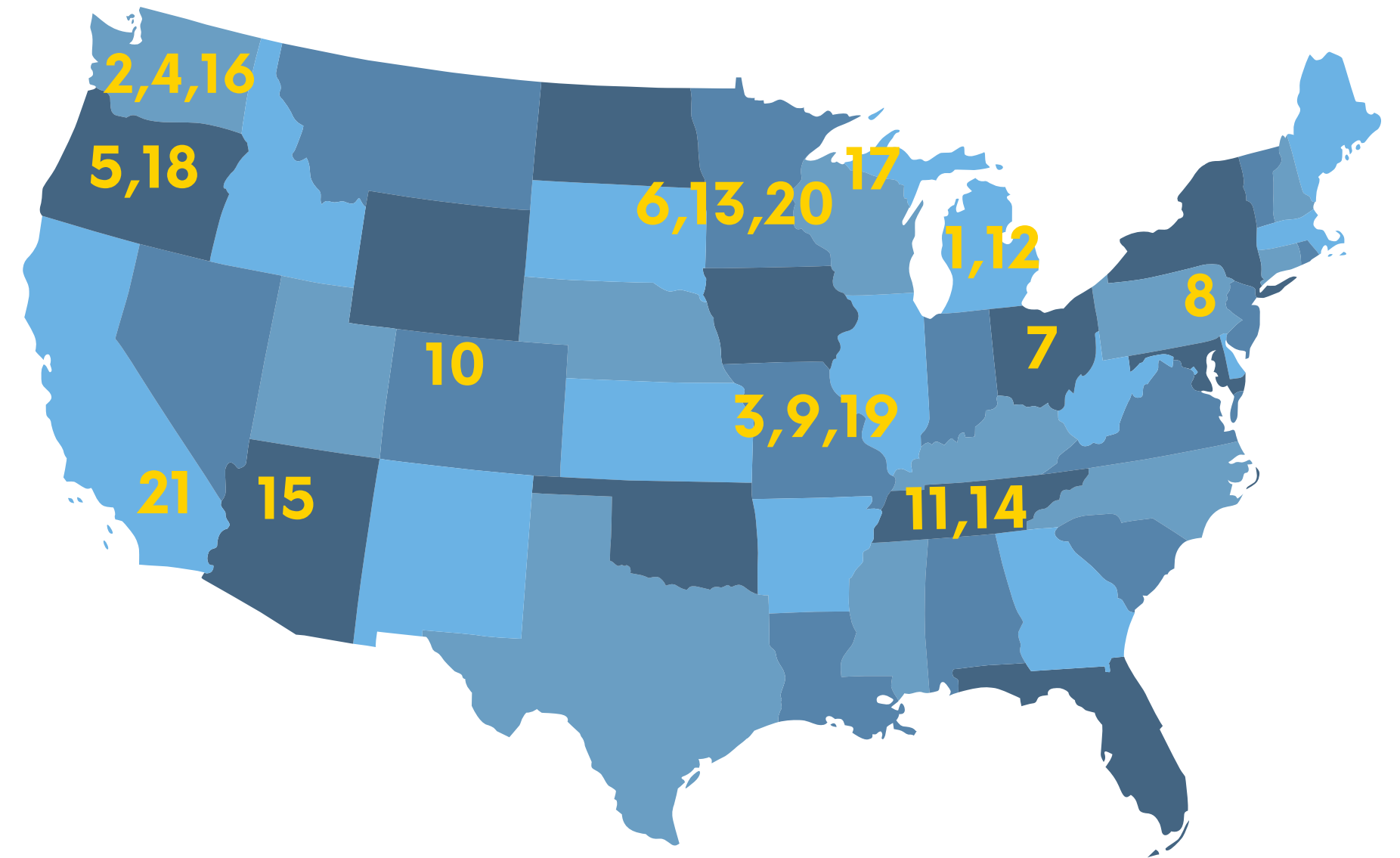
”

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







2022 LICENSE DATA

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

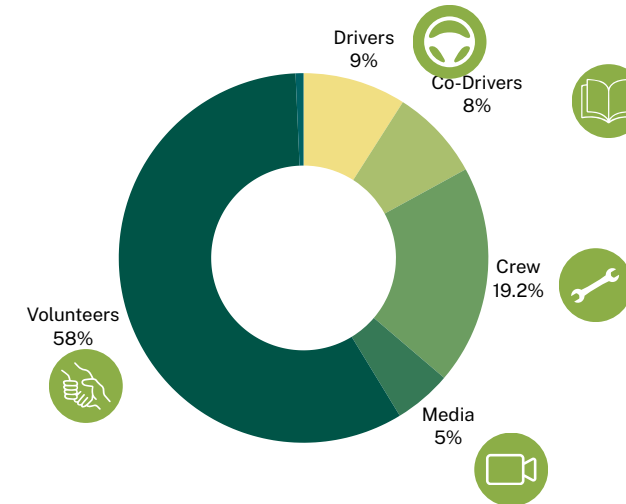
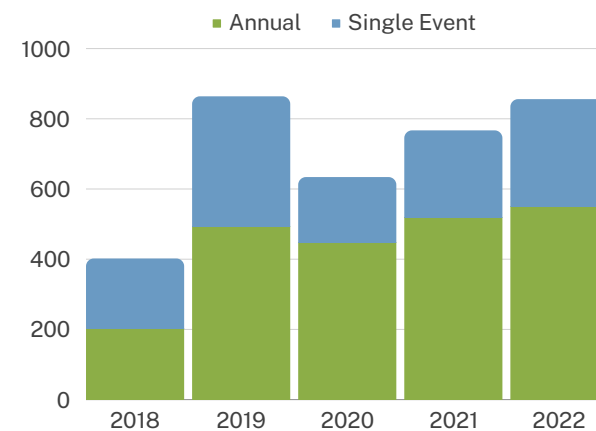
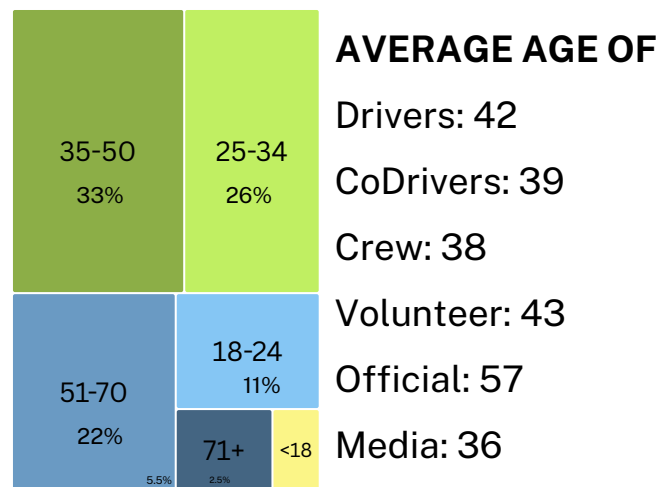
STILL GROWING
12% GAIN OVER 2021
In Total Competition Licenses
Drivers & Co-Drivers

HOW IT BREAKS DOWN
TOTAL LICENSES
Volunteers fuel our series

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

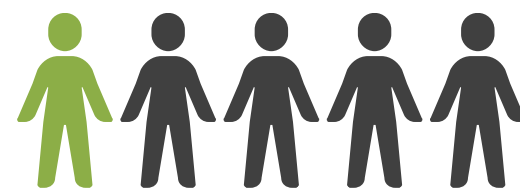
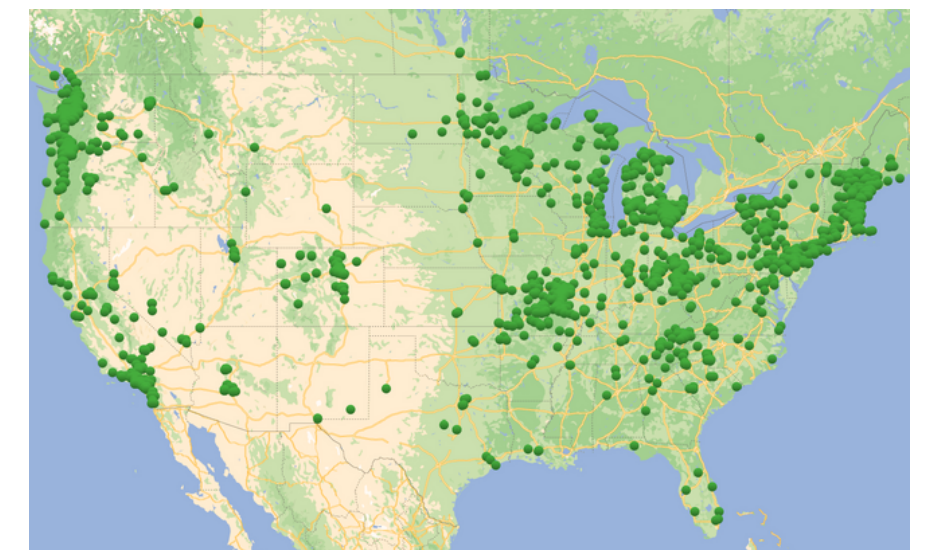
EVERY GENERATION

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



NATIONWIDE

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



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

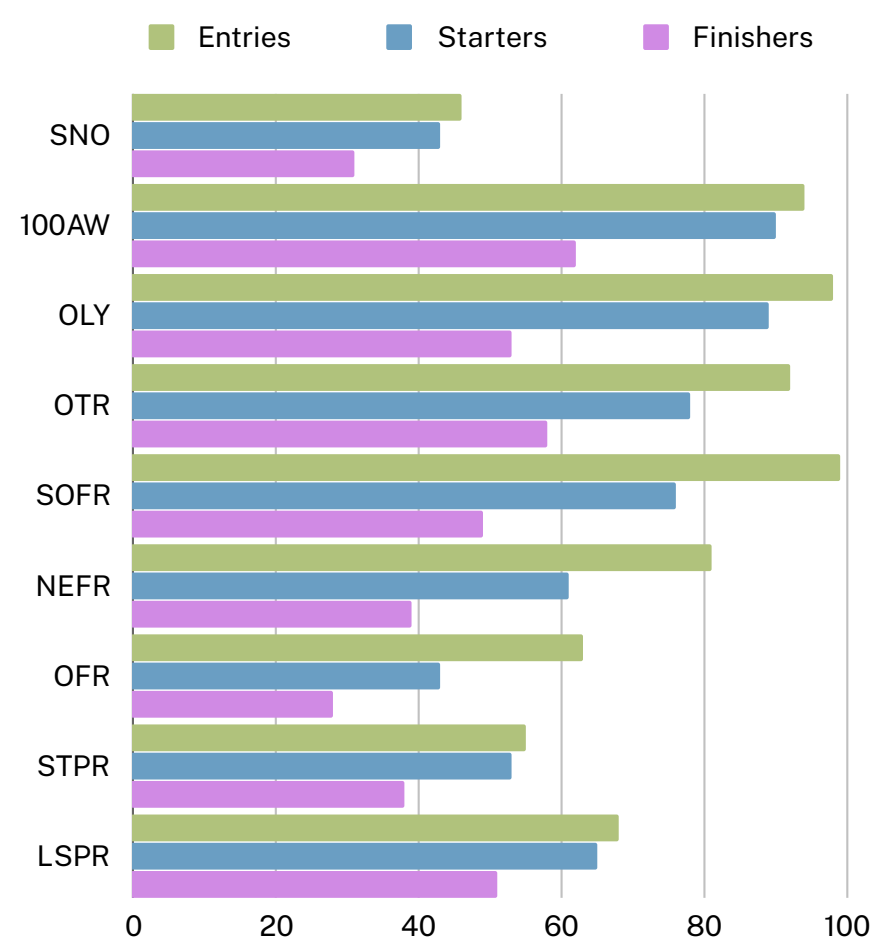


EVENTS DATA

2022

834

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



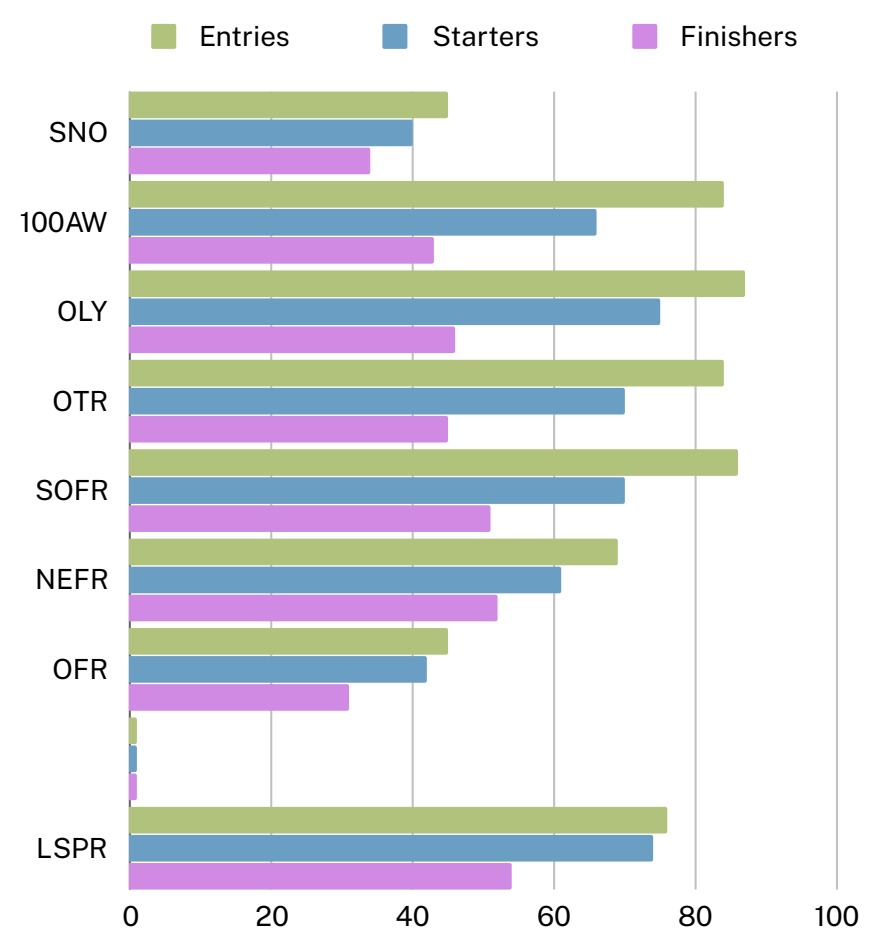
9 NATIONALS
3 SUPER REGIONALS
6 REGIONALS
1 RALLYSPRINTS

@ 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



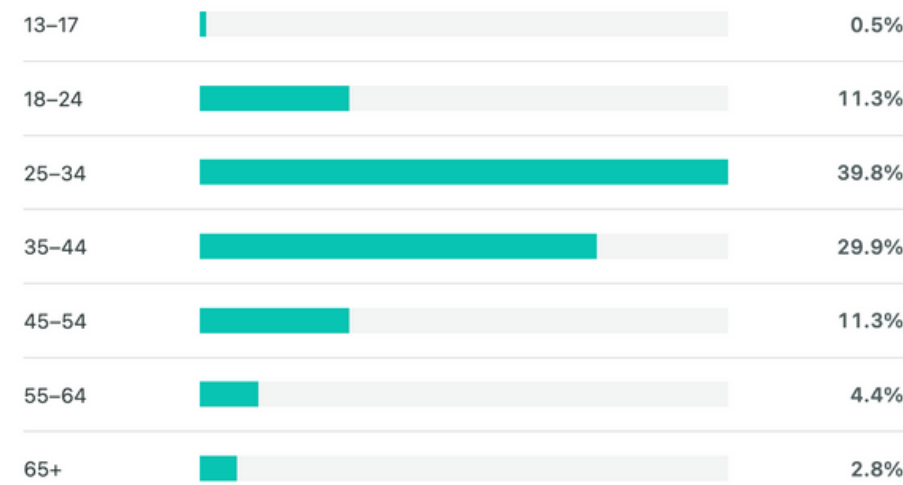
@ THE EIGHT NATIONALS
 65% of starters were Regional Entries



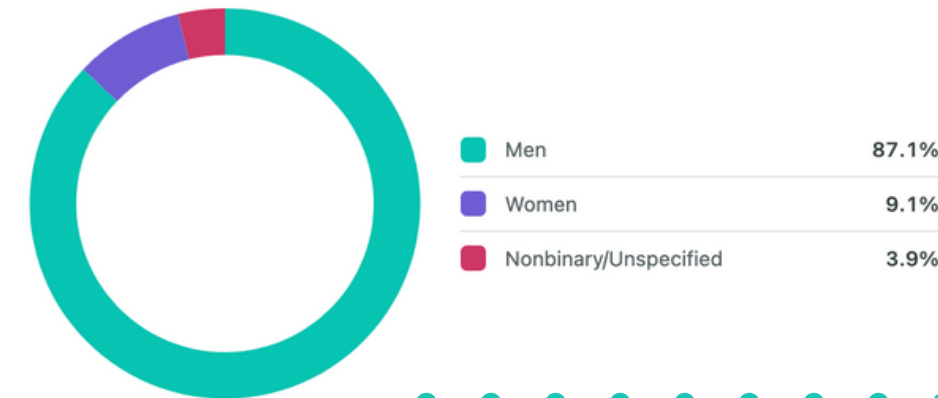
FAN DEMOGRAPHICS INFO

FOLLOWER'S DEMOGRAPHICS

Audience by Age



Audience by Gender



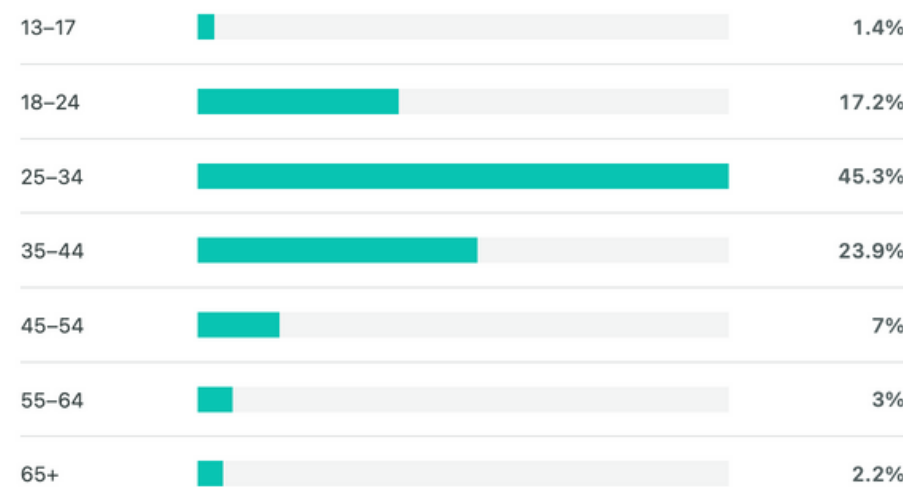
Men between the ages of 25-34 have a higher potential to see ARA content and visit American Rally Association's Page .



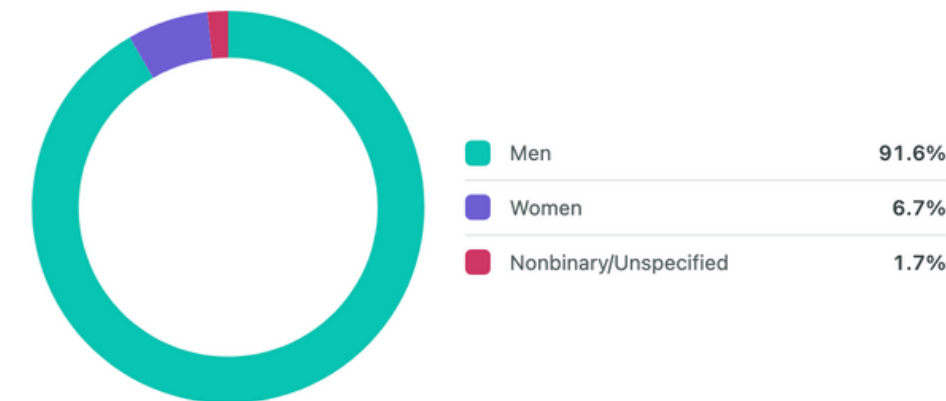
TOP 5 COUNTRIES

REACH DEMOGRAPHICS

People Reached by Age



People Reached by Gender



People Reached Top Countries

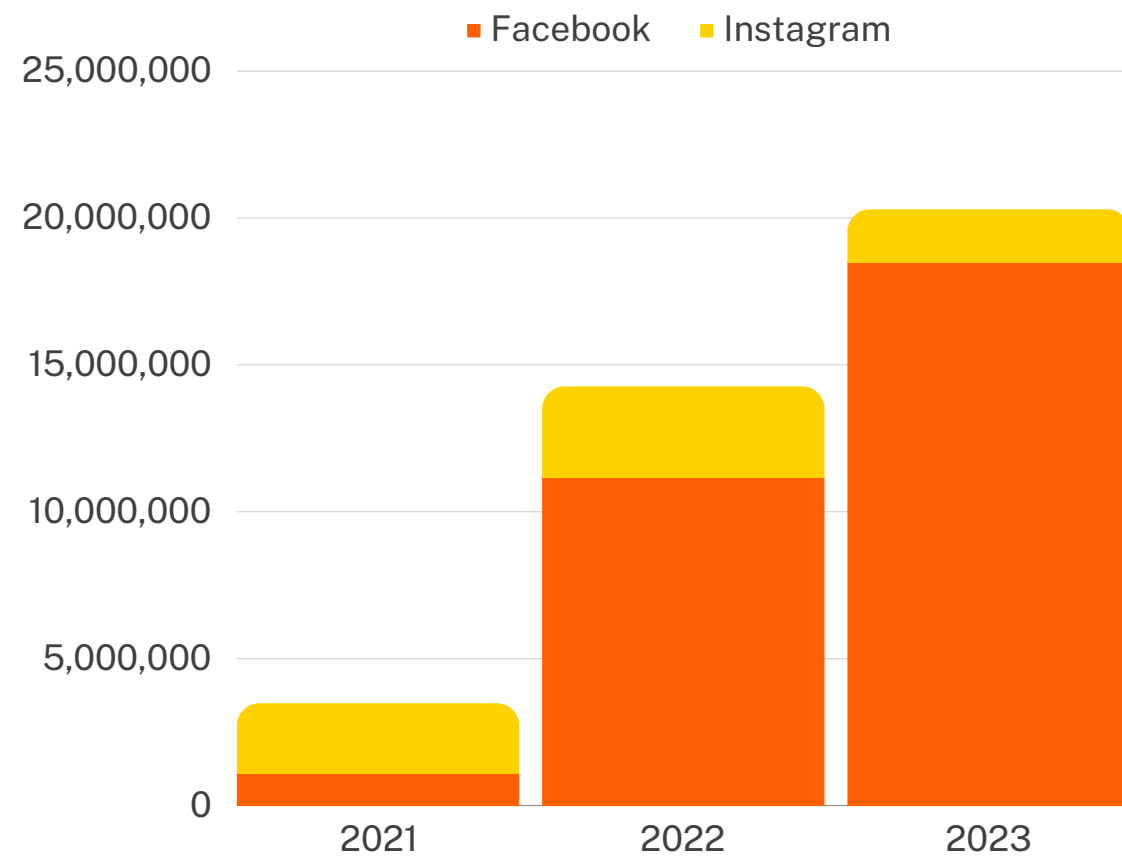
Country	Daily Average
United States	16,761.06
Mexico	2,846.95
Australia	2,693.75
United Kingdom	2,646.71
Poland	2,411.37



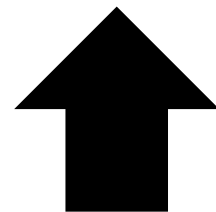
IMPRESSIONS & REACH

AMERICAN RALLY ASSOCIATION SOCIAL MEDIA RECEIVED

20.3 MILLION
IMPRESSIONS IN 2023



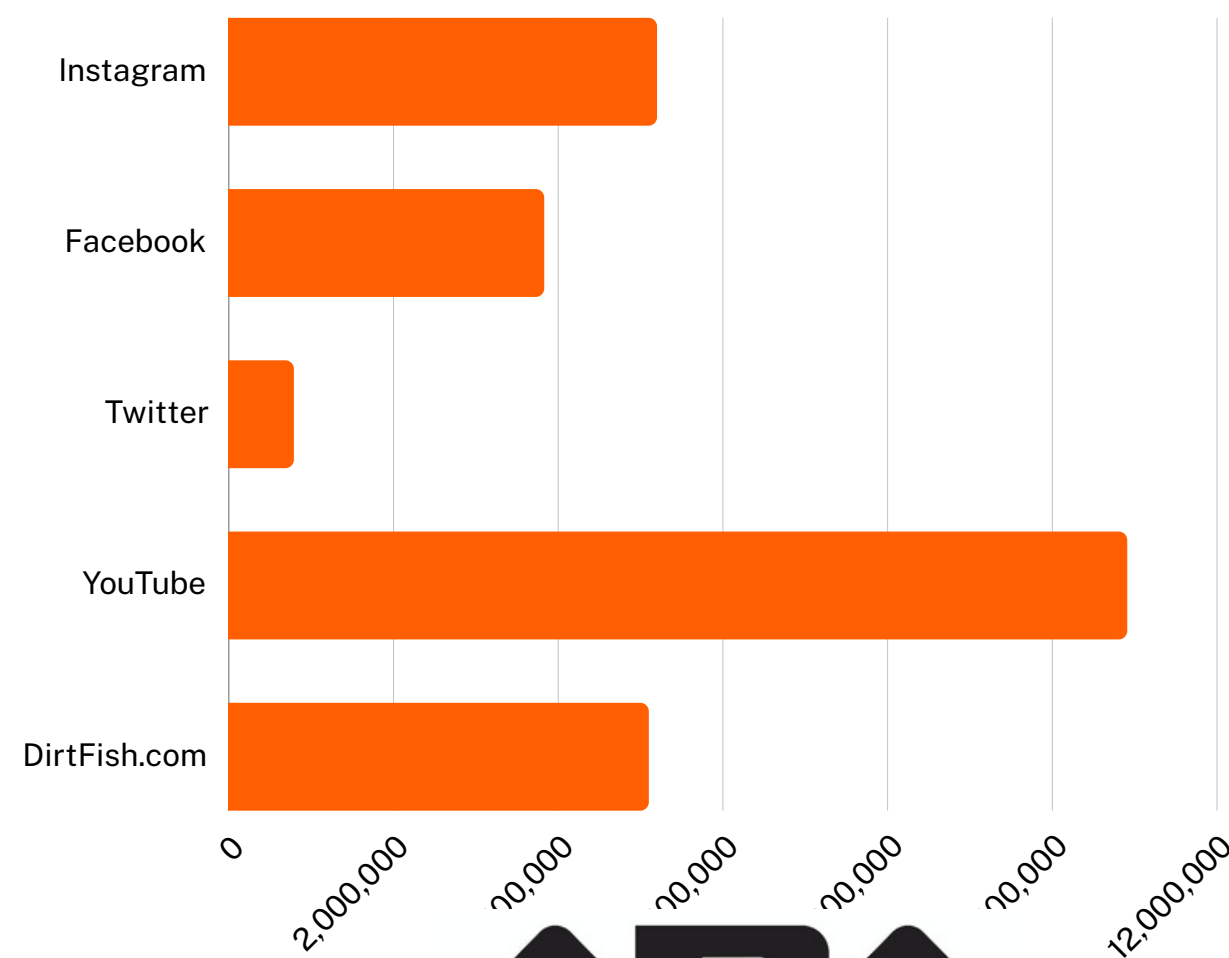
AMERICAN RALLY ASSOCIATION
 ARA_RALLY



483% INCREASE VS 2021
43% INCREASE VS 2022

THROUGH DIRTFISH CHANNELS ARA CONTENT RECEIVED

27.1 MILLION
IMPRESSIONS IN 2023

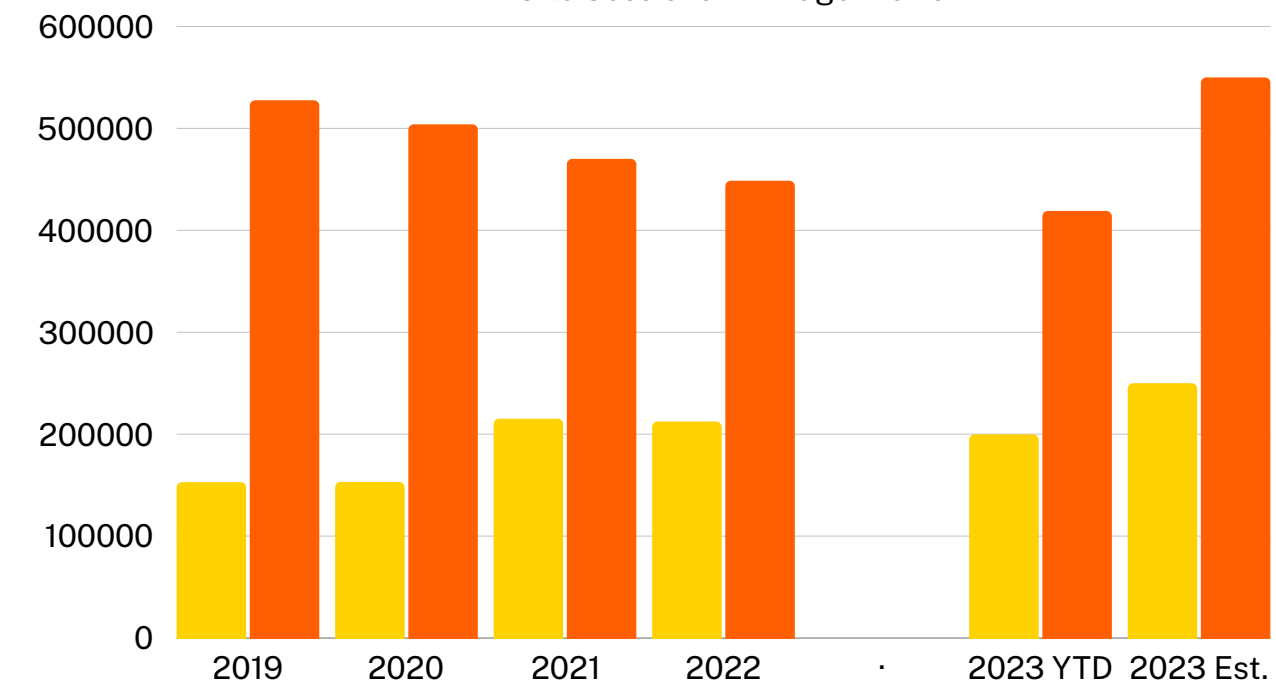


2,369,761 Page views since 2019 from 494,960 Unique Visitors



13,839 active email recipients

Site Sessions
 Page Views



THANK YOU

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