



**600 FESTIVAL
ASSOCIATION**

Program Objective:

The 600 Festival™ Association, a nonprofit organization aimed at promoting and celebrating motor sports in the region of Charlotte, North Carolina, enlisted ASPIRE beginning in 2010 to develop and execute a comprehensive communications and marketing program.


In 2014, the 600 Festival Association challenged ASPIRE with four events to promote; Movies on the Campus, Haulers on Union, Little 600 and Coca-Cola Speed Street presented by Chevrolet. The four events entertained an estimated 400,565 guests.

Results:

- More than 544 million impressions and an estimated value of **\$2,318,258** were garnered for the entire campaign.
- Generated **979 media placements** which exceeded **509 million public relations impressions** for all four events.
- As an element of the crisis communications plan, the team executed a pre-event news conference that generated 46 positive media placements.
- Secured coverage in *Cabarrus News, The Charlotte Observer, CBS Sports Network, Charlotte Magazine, Charlotte Parent Magazine, Creative Loafing Charlotte, FOX Sports 1, FOXSports.com, Gaston Gazette, Independent Tribune, NBCSports.com, Paddock Talk, Salisbury Post, That's Racin, Time Warner Cable News, WBT-FM, WBT-TV, WCCB-TV, WCNC-TV, WGHP-TV, WKKT-FM, WRFX-FM, WSOC-TV and WJZY-TV.*
- Contributed to a growth of 21 percent on Facebook, 4 percent on Twitter, 167 percent on Instagram and 67 percent on YouTube.

Key Successes:

- Developed a crisis communication plan to address sponsor departures that effectively eliminated negative press coverage.
- Orchestrated a media challenge to raise awareness and garner press coverage for the Little 600. Twenty-four media members from 15 outlets attended the go-kart challenge.



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SPARK AN IMPRESSION!