

ASPIRE'S COMMITMENT TO INFUSE CREATIVE, IMPACTFUL AND MEASURABLE SOLUTIONS INTO EACH PROJECT IS EVIDENT IN ITS WORK. NOT ONLY IS THE BOUTIQUE FIRM FOCUSED ON DEVISING SOLUTIONS FOR COMPLEX COMMUNICATIONS CHALLENGES, BUT WE ALSO ENJOY OBTAINING QUALITY STORIES FOR OUR CLIENTS AND INCREASING BRAND AWARENESS.



**THE NASCAR
FOUNDATION**

*2012 PR News' CSR Award
Winner for Media Relations*

Program Background:

In 2010, The NASCAR Foundation began analyzing its long-term growth and marketing strategy. The foundation felt that a shift in its approach was necessary to propel the organization forward ... a shift that would unify the sport for years to come.

After intense research and planning, The NASCAR Foundation identified a new platform, and in 2011, the group launched NASCAR Unites with the goal of uniting the NASCAR industry to help children lead happier, healthier lives. Drivers like Tony Stewart, Jimmie Johnson and Dale Earnhardt Jr., crew members, fans, NASCAR employees, motorsports media and more came together in an effort to raise \$1 million and generate one million volunteer hours for children. In addition, NASCAR Unites introduced two new programs under its umbrella - NASCAR Day Car Wash for Kids and the Betty Jane France Humanitarian Award.

Program Objective:

To support this mission, generate media coverage and ultimately raise funds and volunteer hours for the cause, ASPIRE Communications managed the campaign's media relations strategy and execution.

Tactics + Results:

On April 29, 2011, at Richmond International Raceway, NASCAR Unites officially launched utilizing the following tactics:

- Media were given customized boxes featuring the NASCAR Unites wristband and press materials which encouraged them to wear the wristband, volunteer and "unite" for children. Boxes were mailed to bloggers and media not in attendance during race weekend; while those in attendance received a hand-delivered box.



NASCAR Unites

- Aggressively pitched motorsports media and bloggers.
- Provided one-on-one media interviews with key spokespersons such as NASCAR President Mike Helton and former NASCAR Champion Rusty Wallace.
- Distributed multi-media news release over the wire and to motorsports media which included a PSA, press release and photographs.
- Collected viral messaging from media, fans, crew members, drivers and more, i.e. "I unite for..."
- More than 500 NASCAR Unites wristbands were provided to and worn by fans, drivers, owners, crew members and media.
- Key media outlets covering the launch included RaceDay on SPEED, FOXSports.com, Yahoo.com, Associated Press, NASCAR.com, *USA Today*, Motor Racing Network and others.
- Statistics estimated ASPIRE's media relations strategies warranted roughly \$3 million in publicity value and generated 273,015,181 impressions ultimately reaching fans nationwide.



**NASCAR DAY CAR WASH
FOR KIDS**

Tactics + Results:

- Three weeks following the launch of NASCAR Unites, ASPIRE launched the inaugural NASCAR Day Car Wash for Kids, which washed more than 1,600 cars and raised nearly \$30,000 for children's causes on NASCAR Day.
- To assist each location participating in NASCAR Day Car Wash for Kids, ASPIRE created a comprehensive electronic press kit including a press release template, speaking points, fact sheet and social media messaging. Locations across the country uploaded images and reported on car wash success throughout the day.
- Extensive media outreach, a press release to motorsports media and local markets as well as a radio media tour by Rusty Wallace resulted and an estimated \$24,000 in publicity value.

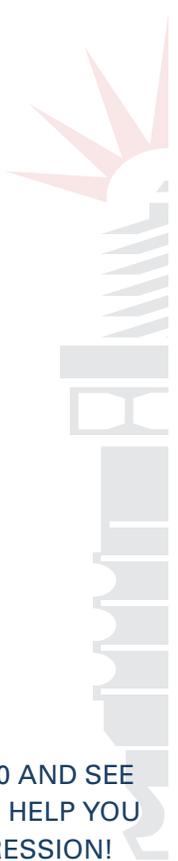
**Betty Jane France
Humanitarian Award**

Tactics + Results:

- Starting in June, efforts shifted to the inaugural Betty Jane France Humanitarian Award, an award recognizing the outstanding charitable and volunteer efforts of NASCAR fans which included a \$100,000 donation from The NASCAR Foundation to the children's charity of the recipient's choice.
- ASPIRE was responsible for creating enthusiasm amongst local media and ultimately driving entries.
- Conducting a radio media tour with Rusty Wallace, a press release issued via CSR Newswire and aggressive pitching, ASPIRE collected more than 259 million impressions and \$51,000 in publicity value.

Key Successes:

- Eight months following the launch date, NASCAR Unites garnered more than 500,000 volunteer hours from fans across the country and 331 entries received for the Betty Jane France Humanitarian Award.
- With a limited budget, the ASPIRE efforts generated more than 500 million total media impressions and \$3 million in publicity value.
- For this effort, The NASCAR Foundation and ASPIRE were awarded the 2012 PR News CSR Award for media relations.



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HOW ASPIRE CAN HELP YOU
SPARK AN IMPRESSION!