
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.



**SERVICEMASTER
CLEAN RACING**

Program Objective:

In the fall of 2011, ServiceMaster Clean, a global network of franchises that provides cleaning and restoration services, enlisted ASPIRE to drive media exposure for its sponsorship program with International Speedway Corporation, Speedway Motorsports Inc. and Dover International Raceway.


ASPIRE also was responsible for the promotion of the ServiceMaster 200 at Phoenix International Raceway in November 2013 which included media program planning, CSR program management, race week media activity coordination, media material development and more.

Results:

- Garnered more than **\$626,000 in publicity value** and **485 million impressions** for the ServiceMaster 200.
- Earned 488,757 impressions for the Extra Mile Award in 2012 and 2013.
- Public relations efforts for the 2012 Daytona 500 generated an estimated **5,100,700 impressions**.
- Secured interviews with *USA Today*, First Business, Sportsfolio with Rick Horrow, The Small Business Advocate, *IEG Sponsorship Report*, Motor Racing Network, SiriusXM NASCAR Radio and Sprint Vision.

Key Successes:

- Provided crisis communications guidance for ServiceMaster Clean's departure from racing.
- Due to extensive outreach for the 2012 Daytona 500, FOX covered ServiceMaster Clean during the race rain delay earning more than **\$1.1 million in exposure** for the brand.



CALL 704.361.5230 AND SEE
HOW ASPIRE CAN HELP YOU
SPARK AN IMPRESSION!