



TEAM COLUMBUS DRIVE

**NASCAR Chicago
Street Race Project**

 **LET'S GET STARTED** 

"START YOUR ENGINES"

Our 3 main ideas:

1. Interactive Mural

2. Pop-Event with
Eventbrite

3. Behind Scenes/Fan
Content



❏ **INTERACTIVE MURAL - LOCAL CHICAGO ARTISTS**

Host a contest for local artists in Chicago to apply to paint interactive QR code NASCAR murals all around the city (loop- Grant Park) as well as in the neighborhoods they are from.
(Include Pilsen)



BENEFITS



- Considering having it be a type of scavenger hunt which can be "Scan each individual mural and the first 50 people get a free or discounted ticket to the race weekend NASCAR!"
- Community and Artistic Involvement





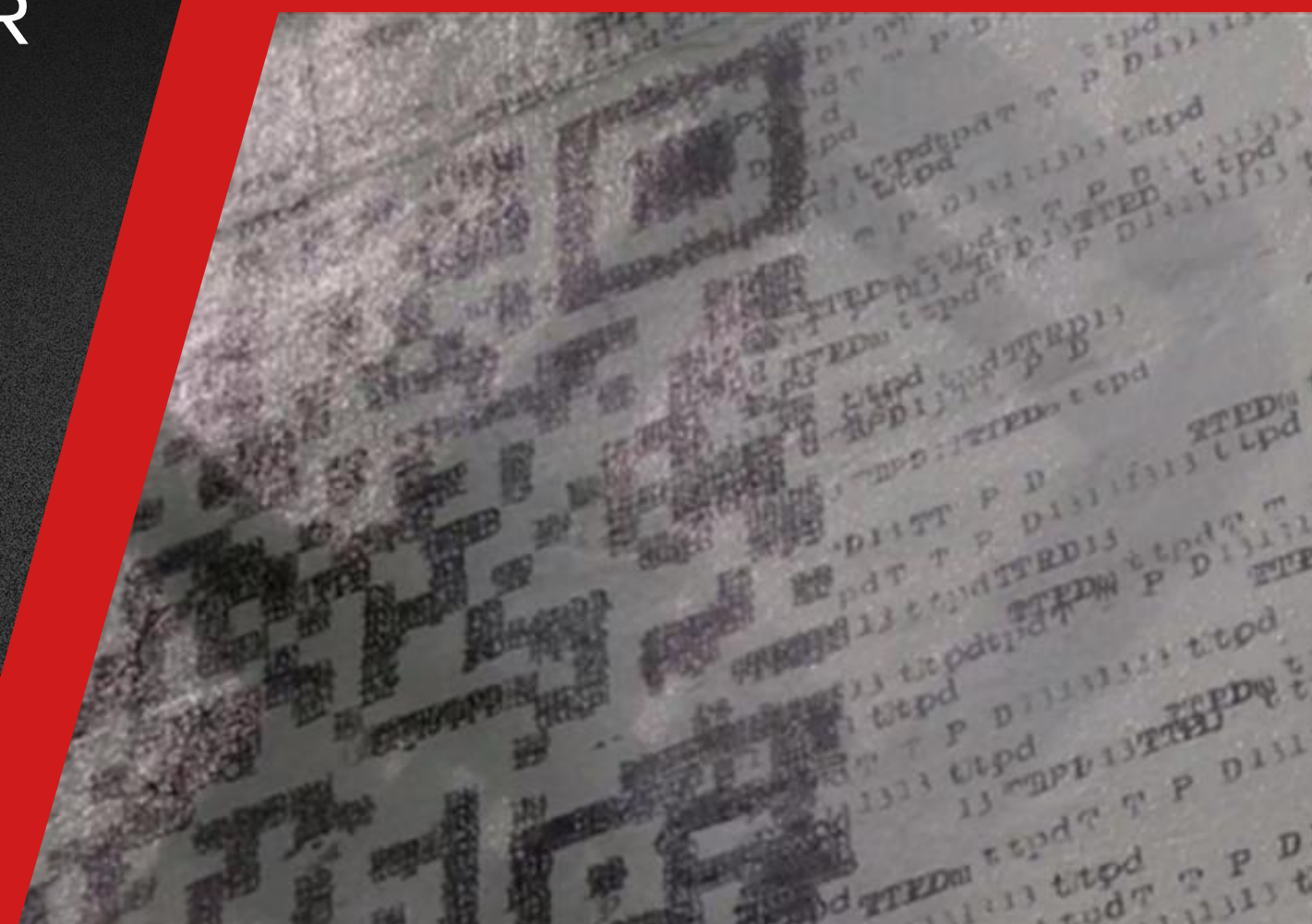
INSPIRATION & CONCEPTS



QR Codes as a form of Fan Interaction:

- Taylor Swift Fan Interactive Mural in Chicago
- Became an online sensation for fans & passerby pedestrians
- Opportunity for NASCAR fans & friends / family to be involved with something they believe in.

*This mural only had one in the city but the idea of multiple in different neighborhoods will bring more attention.



NASCAR X CHICAGO ARTISTS

➡➡➡ One Month Process

Week 1

Painters
begin
mural

Week 2

Painters
add to
the mural

Week 3

Painters
finish up
the mural

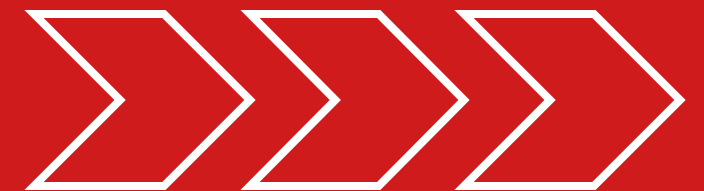
Week 4

Completed
QR code
Mural

- Exclusive info
- First 15 people: sweepstakes ticket giveaway
- First 20-30 people: voucher at event location
→ free bag of goodies!



Wicker Park
& locations in
artist's
neighborhoods



MEASURING SUCCESS

“Media Buzz”



Specific Campaign Hashtags

- #MuralForTheRace
- #NASCARMuralProject

Interaction at Pop-Up Locations

- Measure foot traffic
- Survey attendees on how they found out about the event
 - “Did you come from seeing the mural?”





Pop-up event WITH EVENTBRITE

- Pop-up event located in The Loop, and also a separate event located at Wicker Park
- With ticket purchases through EventBrite, eligible for a raffle giveaway
- VR sections for people to learn and have a feel for what NASCAR is.



WHAT TO EXPECT AT THE EVENT?



- Raffles announced
- Merchandise Tables selling limited-edition shirts and hats
- Promotions Ticket Sales
- Themed areas for photos



INSPIRATION

- Inspired from a successful Nike "Sneaksey" pop-up event
- Brought a lot of awareness to Nike's apparel
- Limited-edition releases often sold out within hours



MEASURING SUCCESS



GOALS: 1,000 attendees at each pop-up event

- **Total Foot Traffic:** Measured through event check-ins, ticket scans, or foot traffic counters.
- **Sales Conversion Rate:** Track purchases made
- **Total Revenue and Profit:** Compare total sales revenue against event costs to determine profitability.
- **Social Media Mentions and Tags:** Track the number of social media posts, mentions, or tags related to the pop-up, as well as branded hashtag use.



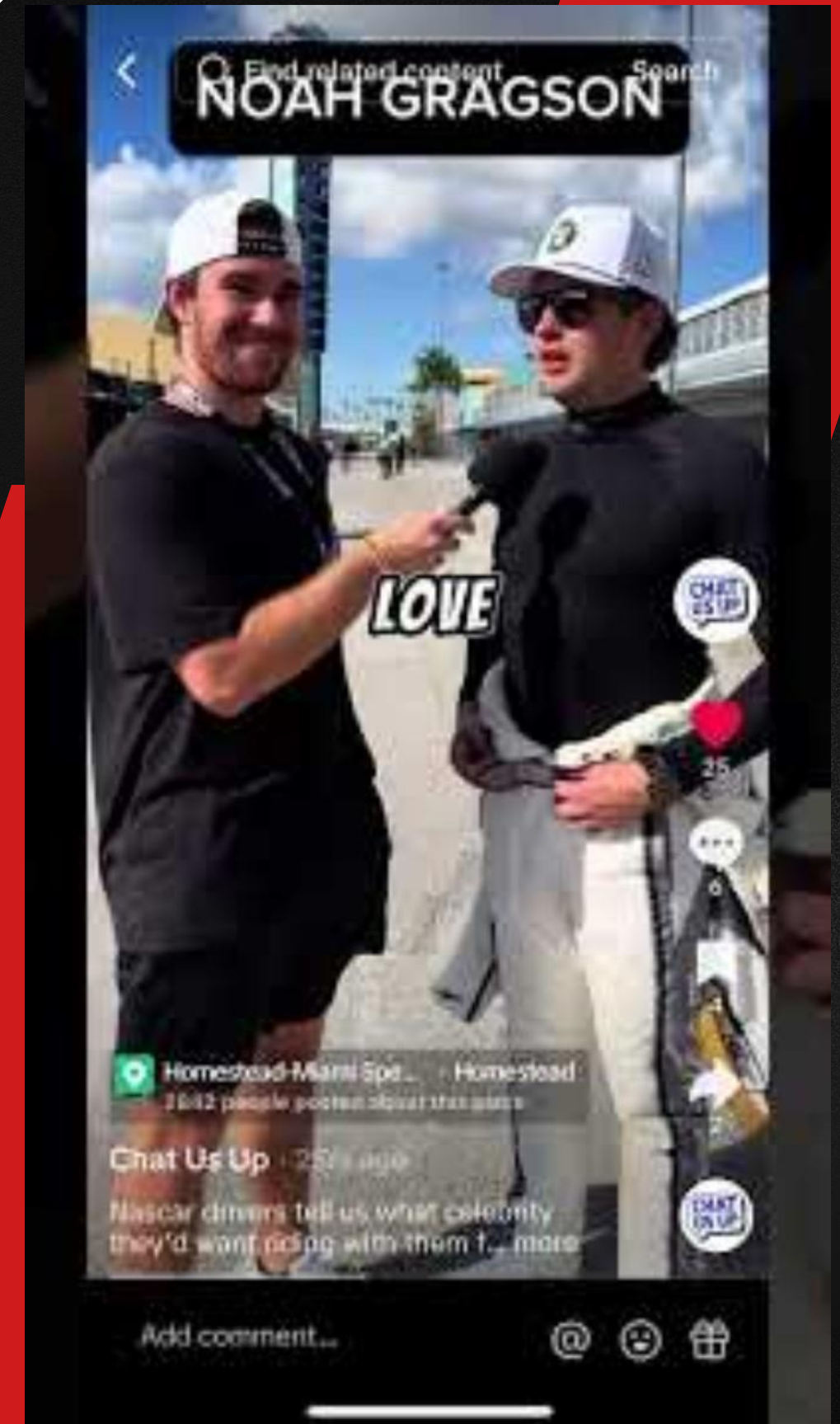
BEHIND THE SCENES / FAN CONTENT

- Overview
 - Influencers Market the Event through Social Media
 - Behind the Scenes Content
 - Fan Generated Content
- Where we got the idea?



WHAT TO EXPECT AT THE EVENT? >>>>

- Behind-the-scenes
 - Race preparations
 - Interviews with drivers
 - Day-in-the-life stories
- Fan Generated Content
 - Set up photo zones
 - NASCAR's official social media accounts would be reposting fan content



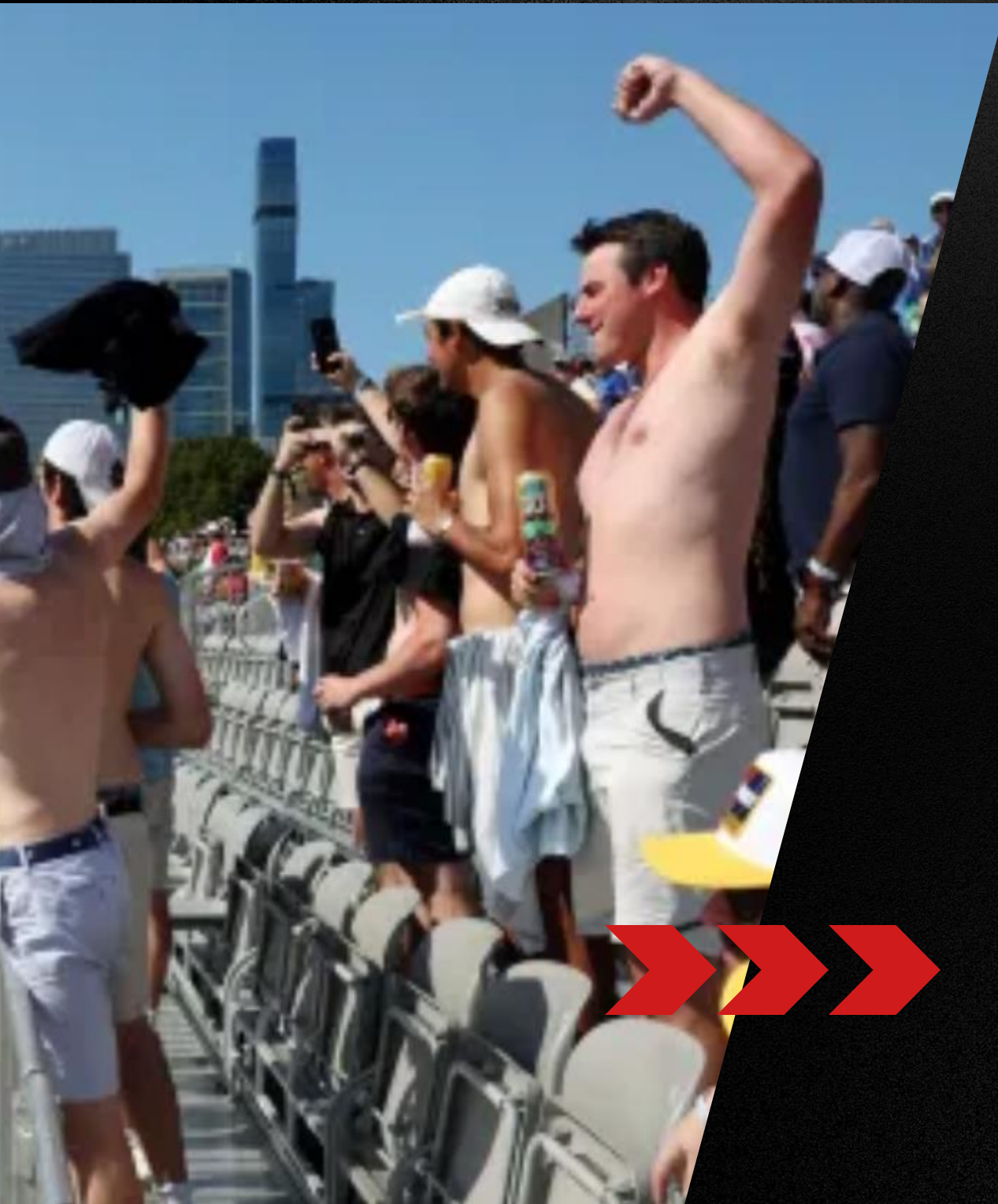
RATIONALE / TARGET AUDIENCE



- **Young Adults (19-27)** which consists of college students
- **Social Media** such TikTok and Instagram, a main force to get awareness of the event
- **Popular Musical Artists** draws attention, gets more people in
- **The race** gets people pumped, it's exciting and engaging



MEASURING SUCCESS



- Goals
 - 5M Impressions on all influencer generated content, increase in attendance, increase in NASCAR social media account followers
- Social Media Engagement
 - Influencer reach: views, likes, shares
 - Hashtag performance and fan-generated content
- Event Participation
 - Attendance growth
 - Engagement in photo zones and activities
- Audience Demographics
 - Increase in younger audience
 - Survey feedback on event experience
- Long-term Growth
 - Social media follower increase
 - Continued engagement post-event



CONCLUSION

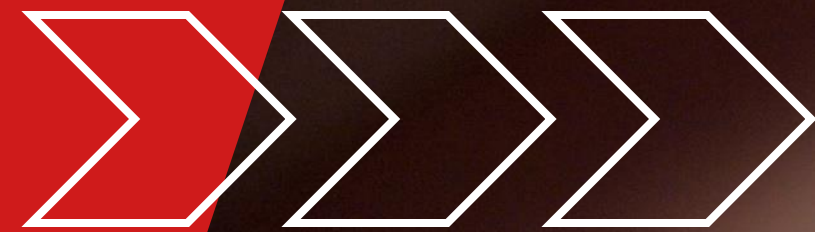


- Build a sense of community in the city whole building up nascars reputation
- Shining light on underprivileged communities where the driver maybe from
- Building hype and ticket sales for the actual race day

Goals

- Increased tech impressions with nascar
- Educating unknown audiences





QUESTION & ANSWERS



**THANK
YOU!**

