



The American Legion / Chip Ganassi Racing / Jimmie Johnson Talking Points

Current Status of The American Legion:

- **Declining membership base** – in need of a spark to elicit excitement and renewed interest to drive renewals and new membership interest
- **Donor File** is in need of growth beyond its current level of 350,000.
- **Awareness of TAL Brand and its relevance to audiences outside of the VSO and Military community is low** and the need to reach the general donating public to create a top-of-mind recognition for the TAL Brand is essential for growth
- **An essential need exists to create additional corporate sponsor relationships** in an effort to drive incremental revenue and **cover program cost**.
- **Can't keep doing the same things and expect different results**

The American Legion Marketing Goals:

- Build/Grow The American Legion Brand Outside VSO & Military Audience(s)
- Drive TAL Membership/Renewals
- Drive TAL Fundraising / Donations
- Drive TAL Corporate Sponsorship Revenue
- Drive ***Veterans Strengthening America*** Messaging

The Opportunity:

The American Legion has the opportunity to leverage the highly visible IndyCar marketing platform (and its **extremely brand loyal fans**) through a sponsorship initiative with Chip Ganassi Racing and Jimmie Johnson. **The sponsorship platform has the dynamic ability to impact all facets of the TAL organization both from a public awareness perspective and the ability to drive incremental revenue; new members; and new donors.** It also serves as an **extremely efficient media buy** when compared to what it would cost to generate the type of exposure and brand relevance the sponsorship will deliver.

An Ideal Marketing / Audience Fit

30 million IndyCar fans as of the 2020 racing season:

- 52% or 16.2 million are under age 54
- 47% or 14.1 million are over age 55
 - 11 million are men
 - 4.5 million are women

Additional key demographics that are important to our fundraising, corporate development and our membership efforts are:

- IndyCar fans are heavy social media users – on average three to four hours per day
- 60% have a college education
- 47% have a household income between \$50,000 - \$150,000
- **60% of IndyCar fans are more likely to be current members of the armed forces or veterans**
- **21% have contributed to a VSO like ours in the past 12 months**

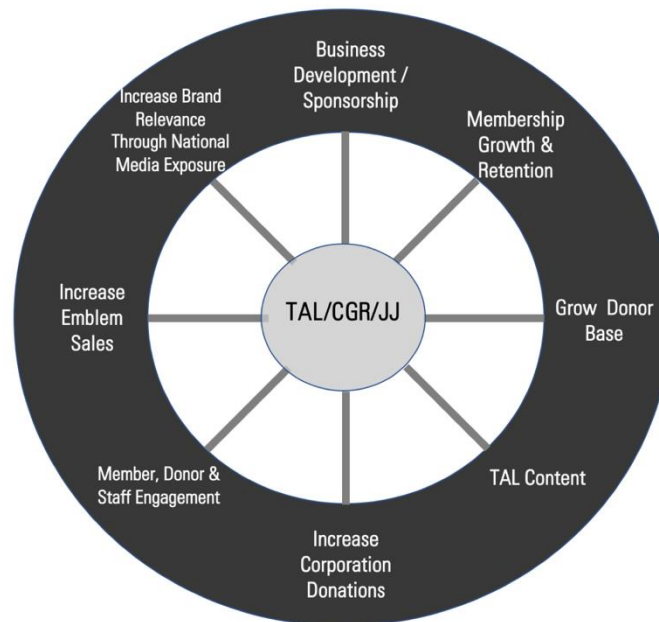
During the 2020 Indy 500 race, which was postponed for 3 months because of COVID, and aired against the NBA playoffs, PGA golf and NASCAR, still pulled an overall 2.29 household share or about 4 million viewers.

Simply stated -- the Chip Ganassi Racing team was in front of **2.4 million veterans** for just one race and the top 10 ratings viewership markets **represented a population of over 5.8 Million veterans.**

2021 Race Schedule / Market vs. Legion Membership Overlay

RACEWAY	STATE	LEGION MEMBERSHIP
Streets of St. Petersburg	Florida	110,176
Barber Motorsports	Alabama	19,316
Streets of Long Beach	California	87,441
Texas Motor Speedway	Texas	61,451
Indianapolis Motor Speedway	Indiana	71,068
Belle Isle Park	Michigan	61,094
Road America	Wisconsin	51,320
Mid-Ohio Sportscar	Ohio	84,724
Street of Nashville	Tennessee	23,489
Portland International	Oregon	15,975
Worldwide Tech	Illinois	73,140
TOTAL LEGION MEMBERSHIP IN RACING DEPARTMENTS		659,194

Hub & Spoke Approach to IndyCar Sponsorship Activation and Return on Investment (ROI):



1. Business Development / Corporate Partnerships

- The **greatest potential for ROI** exists in developing business relationships with current sponsors within the IndyCar ecosystem. Additionally, the TAL relationship with Ganassi Racing provides us the ability to also work with a number of NASCAR sponsors as Ganassi race team(s) in both series.
 - Carvana / GM / Honda / McDonald's/ Sherwin Williams / Monster Energy, others

2. Fundraising Platforms / Donations:

- The **second greatest potential for ROI** is from a Fundraising and Donation strategy.
 - Tap into corporate partnership Foundations for donations to TAL
 - Create **"Change Round-Up"** or point of sale round-up campaign to drive awareness and donations with retail partners
 - Increase Donor File(s)
 - Planned Giving Donors
 - Entertain Large Potential Donors at races
 - Development of a Text to Donate Campaign
 - **Create a \$48 donation challenge to all Jimmie Johnson Fans to donate \$48 (48 is the car number) to The American Legion**

3. National Media Exposure:

- **TAL will produce dedicated commercial(s) with Join/Donate Messaging**
- **TAL will purchase commercial inventory in all 17 Races Broadcasted on Network Television and NBC Digital Platforms**
 - NBC / NBC Sports / Peacock Network / NBC Gold
- **TAL will secure In-Car Cameras for all 17 Races**
- Ability to also promote **Veterans Strengthening America** messaging
- Drive viewers to a dedicated URL (website) in an effort to measure effectiveness
- Trade and racing media coverage – broadcast / digital / print / social media

Combined media value will be in excess of \$15 million if TAL were to attempt to purchase similar media on an independent basis.

4. Membership Incentives for Departments and Posts:

- Build internal incentive and reward campaigns with Departments & Posts to reach membership and renewal goals
 - Rewards will be experiences with race team and JJ
- DMS Creative materials – utilize Johnson and Ganassi team in creative materials
 - Create a unique URL – legion.org/donate48 to track and measure success
- At-Track potential members and donor events in markets where veteran population is high, but TAL membership penetration is low
 - Texas, California, Florida

5. Emblem Sales:

- The sale of Legion Racing and Jimmie Johnson Merchandise
 - Die-cast cars
 - Apparel
 - Hats
 - Souvenirs
 - Flags, etc.

Jimmie Johnson / Chip Ganassi Racing (CGR):

Jimmie Johnson is a racing Icon and has one of (if not the) largest fanbase following in all of motorsports. JJ will be bringing his enormous fanbase to IndyCar and without even running a race is the most popular driver in the Series.

- **Johnson** is a 7 Time NASCAR Champion and will be **THE story** everywhere he goes
 - JJ has over 4 million active followers on social media
 - JJ will receive a tremendous amount media coverage at every venue
 - JJ to become a Son of the American Legion Member

- Both Grandfathers are Vets – Army & Navy
 - Brother-in-Law was a Navy Seal
- JJ has a network of CEO connections that we can leverage for business development opportunities
- **Chip Ganassi** – Owner
 - 30-year racing history with multiple championship, including four (4) Indy 500 Wins and 13 IndyCar Championships
- **Indianapolis is National HQ** for TAL and for Indy Racing League / Indy Motor Speedway
 - **America's largest VSO participating in America's biggest race – The INDY 500**

#48 IndyCar Race Team Sponsorship Particulars:

- TAL is Associate Sponsor for all 17 IndyCar Races – from March to October
- JJ to drive 12 street races – no ovals in 2020.
- TAL is Primary Sponsor for Two (2) races:
 - **Indy 500** – highest rated viewership race of the year
 - **Texas Motor Speedway** – May 2nd
 - **Tony Kanaan** will drive the TAL car for the Indy 500 and Texas Race
 - Tony won the 2013 Indy 500
 - Tony has won one (1) IndyCar Championship

Finally:

- A successful marketing platform like the IndyCar #48 platform, with an increase and revenue across all areas TAL businesses, has a direct and dramatic impact in extending the timeframe when TAL membership dues would have to be increased.
- TAL has experienced leadership in this type of marketing initiative:
 - **Dean Kessel – Executive Director – Marketing**
 - Kessel has negotiated and activated over \$1 Billion in sports and sponsorship assets in his career - including a 17-year motorsports program with Lowe's and a 10-year NASCAR Sprint Cup Series sponsorship.
 - He and his team know how to assemble the appropriate strategy to drive the most value and ROI out of an expenditure and platform of this magnitude for The American Legion.