



NASCAR CHICAGO STREET RACE WEEKEND 2023 MEDIA IMPACT REPORT

PREPARED FOR:



PREPARED BY:



Sport Industry
Research Center



#NASCARChicago

\$23.6M

TOTAL MEDIA VALUE TO CHICAGO

189

30-SEC ADVERTISEMENTS EQUIVALENT

INTRODUCTION & OVERVIEW

This report was produced by the Sport Industry Research Center (SIRC) at Temple University for the Chicago Sports Commission. The report provides insight on the media impact NASCAR Chicago Street Race Weekend 2023 generated for the City of Chicago.

The NASCAR Chicago Street Race Weekend 2023 produced significant media impressions for Chicago. NASCAR Chicago Street Race Weekend 2023 and the City of Chicago were featured in media coverage, generating **\$23.6 million in media value**, which is the equivalent of **189** 30-second advertisements during Grant Park 220 on NBC.

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\$10.6M

TOTAL MEDIA PUBLICITY VALUE

\$1.8M

TOTAL SOCIAL MEDIA VALUE

\$10.2M

TOTAL TV & BROADCAST PUBLICITY VALUE

\$1M

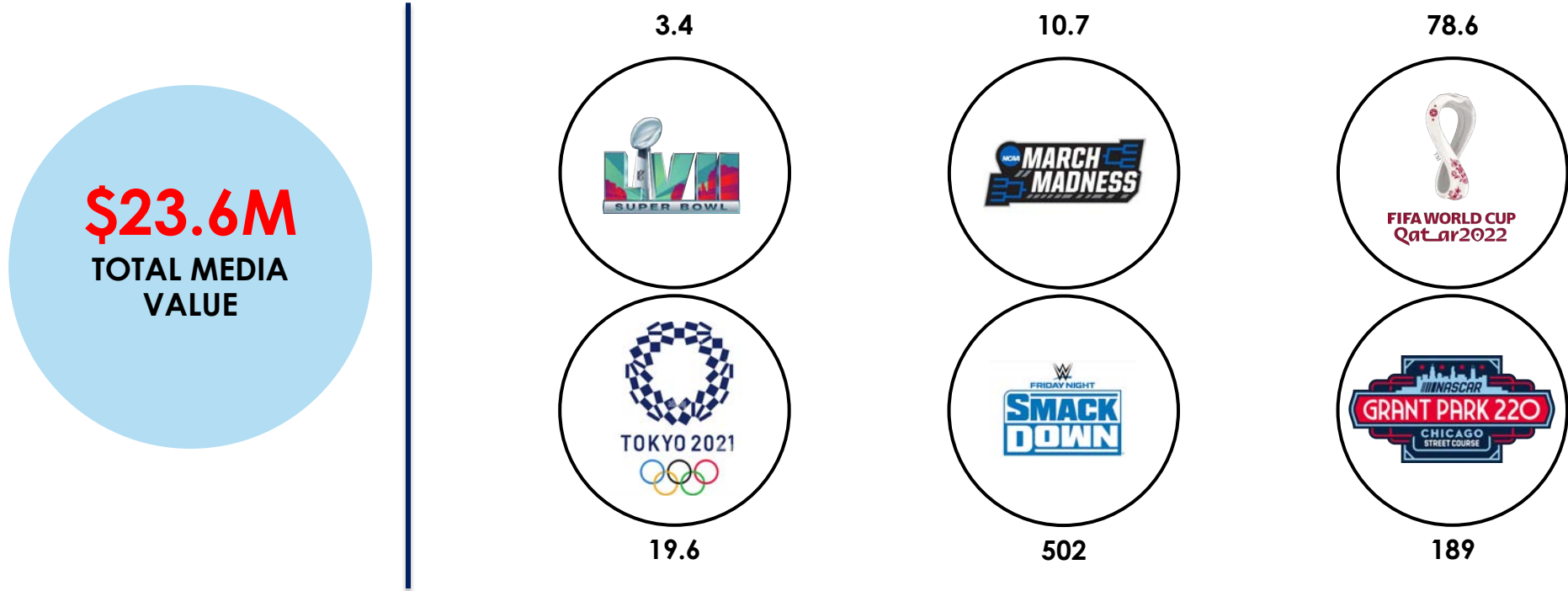
TOTAL VALUE GENERATED THROUGH EVENT PROMOTIONS



TOTAL MEDIA VALUE COMPARISON

Chicago received **\$23.6 million** in total media value from NASCAR Chicago Street Race Weekend 2023. This valuation is the equivalent of placing **189** 30-second TV advertisements (**\$125,000 per ad**) highlighting Chicago during NASCAR Chicago Grant Park 220 broadcast. For comparison, below is the number of 30-second TV advertisements that could be purchased at five major sport and entertainment events to showcase Chicago.

Number of Equivalent 30-Second TV Ads at Major Events





TV & BROADCAST PUBLICITY






TV & broadcast publicity represents:
 1) live and replay TV coverage
 2) secondary news broadcast coverage

Live and replay of NASCAR Chicago Street Race Weekend 2023 events were broadcast in **a total of 20.6 hours**. NASCAR Chicago Street Race Weekend 2023 reached **10.8M unique viewers** across NBC and USA Network.

Chicago was mentioned **213 times** across live and replay of race coverage, resulting in **5223 seconds of airtime**.

Additionally, there were event-related Chicago mentions in **1648** US-based broadcast outlets. These mentions generated **178 million potential impressions**.

The total media value of Chicago mentions across TV & broadcast publicity was **\$10.2 million**.

- 
20.6
 HOURS OF LIVE & REPLAY RACE COVERAGE
- 
213
 MENTIONS OF CHICAGO ACROSS LIVE & REPLAY RACE COVERAGE
- 
5223
 SECONDS OF MENTIONS FOR CHICAGO ACROSS LIVE & REPLAY RACE COVERAGE
- 
1648
 ADDITIONAL MENTIONS OF CHICAGO IN US-BASED BROADCASTS
- 
178
 MILLION IMPRESSIONS WITH CHICAGO MENTIONS IN US-BASED BROADCASTS





NASCAR
TURNS LEFT
FOR TACOS



\$10.6M
MEDIA PUBLICITY
VALUE

MEDIA PUBLICITY

From July 1st, 2022, to July 15th, 2023, **17,758 online news outlets, print outlets, blogs, comments, and wikis** featured NASCAR Chicago Street Race Weekend 2023 articles that also mentioned Chicago. This coverage spanned local, regional, national, and international outlets creating a total media reach of **3.8 billion** and generated an estimated **\$10.6 million** in media publicity value.

3.8B

MEDIA PUBLICITY REACH

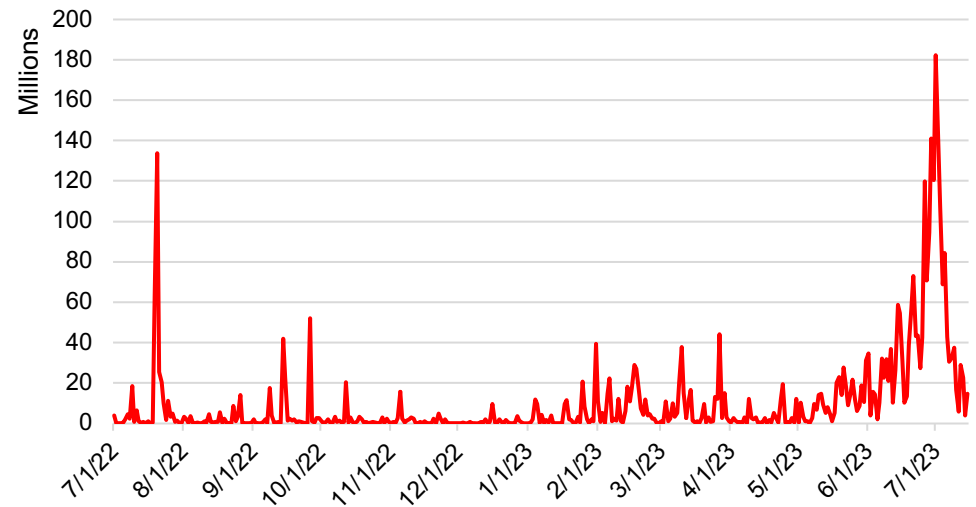


182M

PEAK REACH
July 1st

17,758

DIGITAL AND
PRINT ARTICLES



TOTAL POTENTIAL IMPRESSIONS

July 1st, 2022 – July 15th, 2023



\$1.8M

TOTAL SOCIAL MEDIA VALUE

TOTAL SOCIAL MEDIA PUBLICITY

Social media data from Instagram, Facebook, X [Twitter], and TikTok accounts was collected to track engagement, potential impressions, estimated reach, and social media value from posts highlighting Chicago. **Chicago-related posts** resulted in **3.8 million total engagements** which created **2.9 billion potential impressions** in total, with an estimated reach of **160 million**. The engagements and the estimated reach for Chicago-related posts generated a social media value of **\$1.8 million** for Chicago.

3.8M

TOTAL ENGAGEMENTS

2.9B

TOTAL POTENTIAL IMPRESSIONS

160M

TOTAL ESTIMATED REACH



Ross Chastain:
Driver

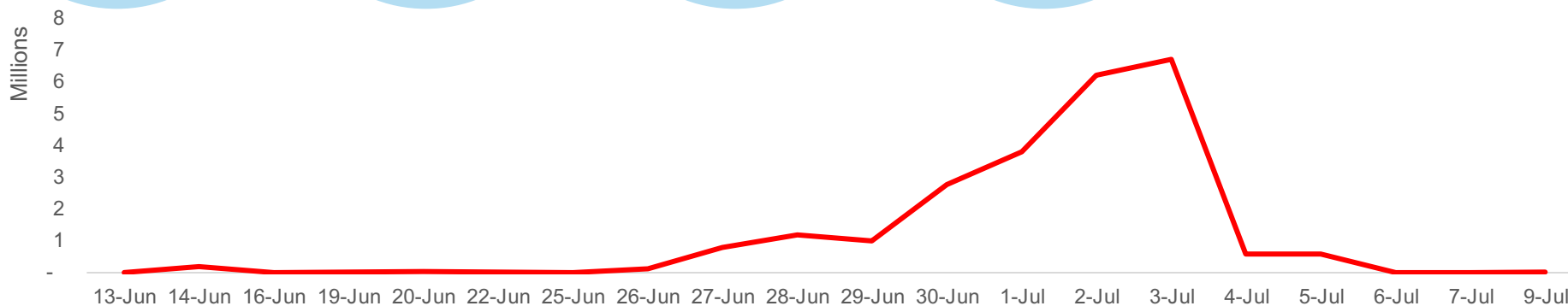
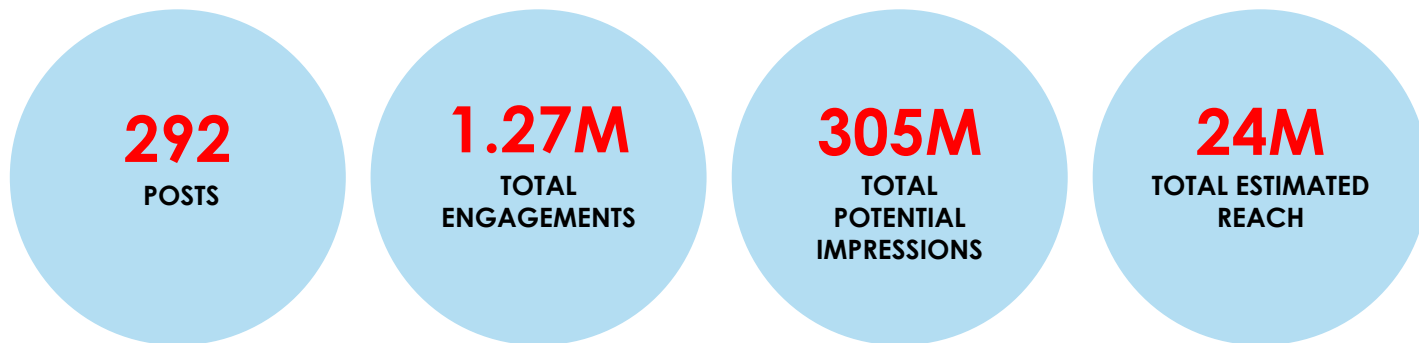


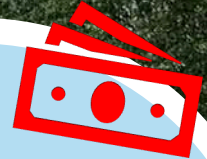
\$350K

**INSTAGRAM VALUE
FROM PUBLIC POSTS**

INSTAGRAM – GENERAL AUDIENCE

Public Instagram data (excluding accounts highlighted on the next slide) was collected from June 10th to July 10th, 2023, to track engagement, potential impressions, estimated reach, and social media value. **292** public Instagram posts used a NASCAR Chicago Street Race Weekend 2023 related hashtag and mentioned Chicago generating **1.27 million engagements**. These posts generated a total of **305 million potential impressions** with **an estimated reach of 24 million**.





\$275K

**INSTAGRAM VALUE
FROM NASCAR, TEAM,
& DRIVER ACCOUNTS**

INSTAGRAM – NASCAR ACCOUNTS & DRIVERS

NASCAR, NASCAR Teams, and NASCAR Drivers' Instagram accounts data was collected from June 28th to July 4th, 2023, to track engagement, potential impressions, estimated reach, and social media value. **269 (57%) Instagram posts mentioned Chicago** and **314 (28%) Instagram stories mentioned Chicago**. Instagram posts and stories generated **1.2 million engagements** combined, creating a total of **324 million potential impressions** with an estimated reach of **13.4 million**.

583

INSTAGRAM
POSTS AND
STORIES

1.2M

TOTAL
ENGAGEMENTS

324M

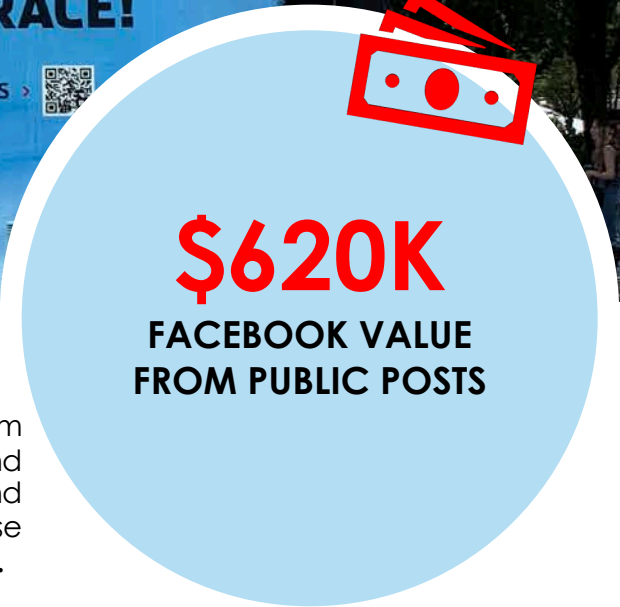
TOTAL
POTENTIAL
IMPRESSIONS

13.4M

TOTAL
ESTIMATED
REACH

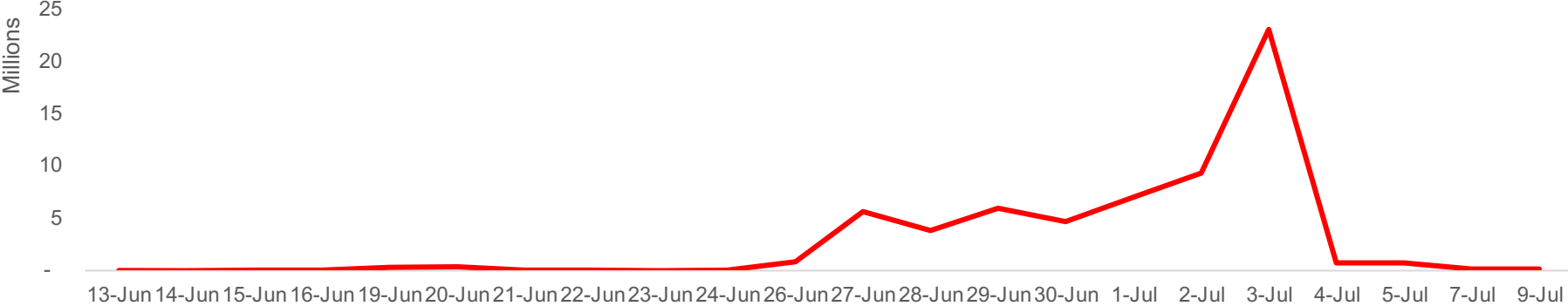
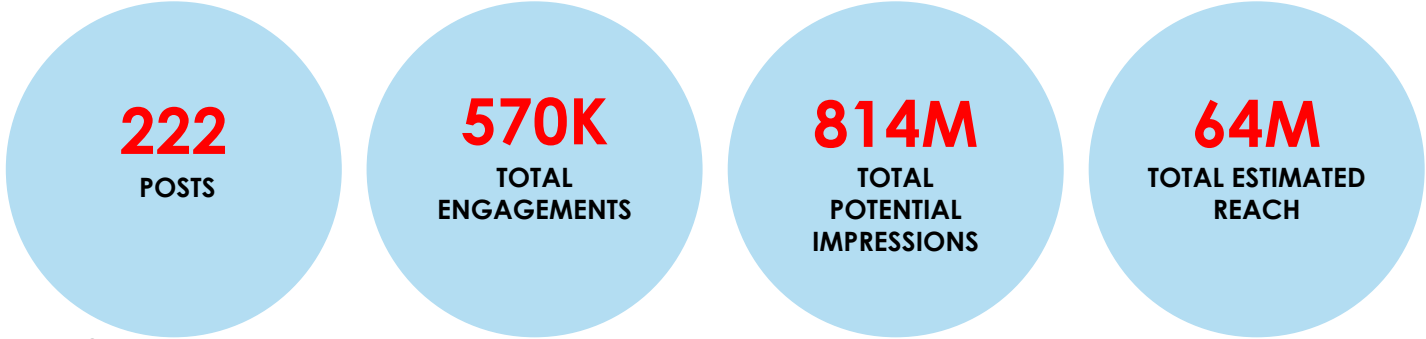


Ricky Stenhouse Jr.:
Driver



FACEBOOK – GENERAL AUDIENCE

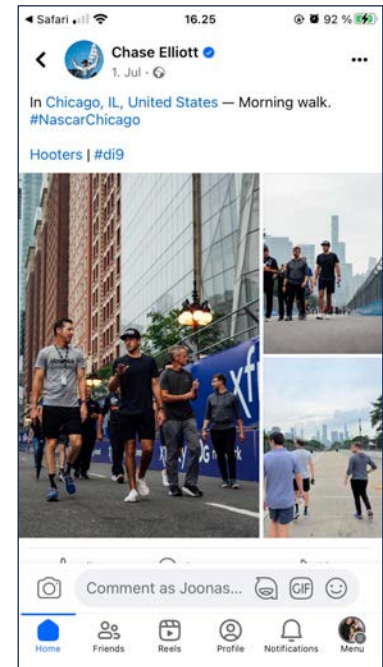
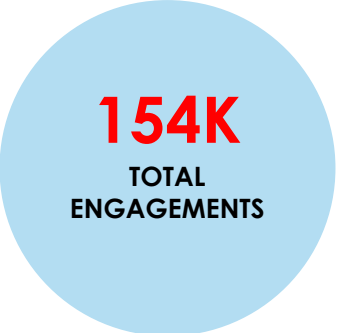
Public Facebook data (excluding accounts highlighted on the next slide) was collected from June 10th to July 10th, 2023, to track engagement, potential impressions, estimated reach, and social media value. **222** public Facebook posts used a NASCAR Chicago Street Race Weekend 2023 related hashtag and mentioned Chicago generating **570 thousands engagements**. These posts generated a total of **814 million potential impressions** with **an estimated reach of 64 million**.





FACEBOOK – NASCAR ACCOUNTS & DRIVERS

NASCAR, NASCAR Team, and NASCAR Drivers' accounts Facebook data was collected from June 28th to July 4th, 2023, to track engagement, potential impressions, estimated reach, and social media value. **270 posts (54%) mentioned Chicago** and generated **154 thousand engagements**. These posts generated a total of **325 million potential impressions** with an **estimated reach of 7.8 million**.



Chase Elliott:
Driver

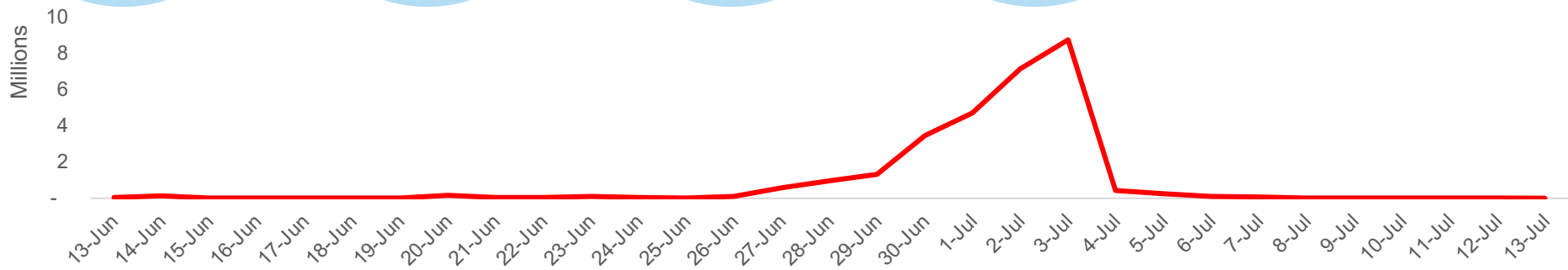


\$215K

X [TWITTER] VALUE FROM PUBLIC POSTS

X [TWITTER] – GENERAL AUDIENCE

Public X [Twitter] data (excluding accounts highlighted on the next slide) was collected from June 10th to July 10th, 2023, to track engagement, potential impressions, estimated reach, and social media value. **19,493** public X [Twitter] posts used a NASCAR Chicago Street Race Weekend 2023 related hashtag and mentioned Chicago generating **5.2 thousand engagements**. These posts generated a total of **660 million potential impressions** with **an estimated reach of 28.5 million**.






\$95K
X [TWITTER] VALUE
FROM NASCAR, TEAM,
& DRIVER ACCOUNTS

X [TWITTER] – NASCAR ACCOUNTS & DRIVERS

NASCAR, NASCAR Team, and NASCAR Drivers' X [Twitter] accounts data was collected from June 28th to July 4th, 2023, to track engagement, potential impressions, estimated reach, and social media value. **517 (35%) mentioned Chicago** and generated **250 thousands engagements**. These posts generated a total of **415 million potential impressions** with an **estimated reach of 8.4 million**.

517
X [TWITTER] POSTS

250K
TOTAL
ENGAGEMENTS

415M
TOTAL
POTENTIAL
IMPRESSIONS

8.4M
TOTAL ESTIMATED
REACH



Ryan Preece:
Driver



TIKTOK – NASCAR ACCOUNTS & DRIVERS

NASCAR, NASCAR Team, and NASCAR Drivers' TikTok accounts data was collected from June 28th to July 4th, 2023, to track engagement, views, impressions, and social media value. **70 posts (75%) mentioned Chicago** and generated **350 thousands engagements**. These posts generated a total of **60.4 million potential impressions** with **a total of 12.6 million views**. Note: TikTok provides limited access to its API, therefore general audience data on TikTok was unavailable.



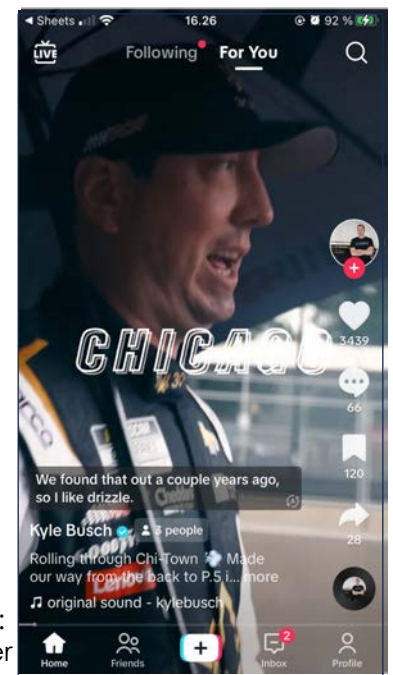
\$140K
TIKTOK VALUE FROM
NASCAR, TEAM, &
DRIVER ACCOUNTS

70
TIKTOK POSTS

350K
TOTAL
ENGAGEMENTS

60.4M
TOTAL
POTENTIAL
IMPRESSIONS

12.6M
TOTAL VIEWS



Kyle Busch:
Driver



\$1M
 VALUE FROM NASCAR
 & PARTNER EVENT
 PROMOTIONAL
 CAMPAIGNS

EVENT PROMOTIONS

NASCAR and its TV partners promoted the event including the city of Chicago via various channels, including social media, TV ads, and email campaigns¹.

105M
 SOCIAL MEDIA AD
 IMPRESSIONS

8M
 STREAMING AD
 SESSIONS

7.9M
 REACHED VIA
 EMAIL MARKETING

12.3M
 TV AD REACH



¹ = Data provided by NASCAR



METHODOLOGY

Cision Communication Cloud was used to gather data for this report. A search query featuring NASCAR Chicago Street Race Weekend 2023 (and its variations) and Chicago was employed to collect all media mentioning both NASCAR and Chicago. The search resulted in 30,558 mentions across various media sources. SIRC researchers manually reviewed the sources for relevance to the host destination, resulting in 17,758 positive or neutral, relevant media mentions.

TV (live and replay) data was provided by NASCAR. SIRC researchers watched 20.5 hours of NASCAR Chicago Street Race Weekend 2023 TV coverage and manually coded the time, duration, and quality with which Chicago was mentioned.

Secondary news coverage (broadcast) was gathered from Cision Communication Cloud.

Social media data was either collected from Zoomph or tracked manually. Given platform API restrictions, the following limitations apply. On all platforms, only posts from public profiles could be collected. On Facebook, only posts from predetermined profiles were collected. On Instagram, only posts using NASCAR-specific hashtags were trackable and are included in the "General Audience" data if they mentioned Chicago. NASCAR, NASCAR Team, and NASCAR Driver posts that did not mention NASCAR Chicago Street Race Weekend 2023 but referenced Chicago were included because NASCAR Chicago Street Race Weekend 2023 was the primary reason for their travel to Chicago.

Media value was calculated by SIRC by applying standards for the sport and entertainment industry. Total reach, total engagement, cost-per-impression (CPM), and cost-per-engagement (CPE) were integrated, with CPM and CPE weighted as per industry standard.

Note: For readability, the term 'data' was used in singular terms.





METHODOLOGY

Social Media Data for NASCAR, NASCAR Team, NASCAR Drivers was manually tracked from June 28th to July 4th, 2023. This way accounts were tracked across Instagram, Facebook, X [Twitter], and TikTok during NASCAR Chicago Street Race Weekend 2023 with:

- 1,123 Instagram Stories (**28% Chicago related**)
- 471 Instagram posts (**57% Chicago related**)
- 498 Facebook posts (**54% Chicago related**)
- 1,485 X [Twitter] posts (**34% Chicago related**)
- 94 TikTok posts (**74% Chicago related**)

In total 3,671 (**39% Chicago related**) posts and stories across Instagram, Facebook, X [Twitter], and TikTok were tracked and utilized to calculate the social media publicity value Chicago received from hosting NASCAR Chicago Street Race Weekend 2023.

The appendix section breaks down the data from each platform.





TERMINOLOGY

Media Publicity: This section contains online news sources, print sources, blogs, forums, and comments. The reach was provided by Cision Communication Cloud and integrated advertising rate, audience size, source rank, and article word count. The value was calculated by SIRC by applying CPM standards for the online media industry.

TV Publicity: This section contains live and replay broadcast coverage of NASCAR Chicago Street Race Weekend 2023. The value is based on the advertising equivalent of outlets for a 30-second advertisement.

Unique TV viewers: This represents a 6-minute qualifier, meaning, someone had to watch a minimum of six minutes to be in this count.

Broadcast Publicity: This section contains TV and radio outlets and accounts for news segments. Live coverage of NASCAR Chicago Street Race Weekend 2023 was not included in this section, and reach was only available for English-speaking outlets. The reach and value were provided by Cision Communication Cloud and are based on the advertising equivalent of outlets for a 30-second advertisement.

Social Media Publicity: This section contains publicly available posts on social networks. Data on general audience, X [Twitter], Facebook, and Instagram reach and engagement were provided by Zoomph. NASCAR, NASCAR Team, and NASCAR Drivers accounts were manually tracked.

API: Application Programming Interface

CPM: The cost of reaching an audience of 1,000 people.

CPE: The cost of one engagement with posted content, including likes, comments, and retweets.

Potential Social Media Impressions: Refers to content delivered to someone's feed, irrespective of whether the content was viewed.

Reach: Refers to the number of people who likely viewed the content. Potential impressions were adjusted to reach by applying social media industry standards. Media impact reach and follower values were unique at the post level but could be duplicated across posts. For example, Spectator A might see four social media posts and thus will contribute four toward the total reach count.



The SIRC Team



Thilo Kunkel, Ph.D.

Dr. Kunkel is an Associate Professor of Sport Management and the Director of the Sport Industry Research Center at Temple University. His research is positioned on the intersection of strategic management and marketing, and he has published his research in over 50 peer reviewed articles in top marketing and sport management journals and presented at over 80 conferences. Dr. Kunkel regularly consults sport organizations, sponsors, mobile app developers, and athletes on their brand positioning, fan engagement, and sponsorship activation. Dr. Kunkel holds a Ph.D. in Business from Griffith University, Australia, a Diplom in Business Administration, and in Business and Economic Education from Saarland University, Germany.



Daniel Funk, Ph.D.

Dr. Daniel Funk is a Professor and Ed Rosen Senior Research Fellow for the School of Sport, Tourism and Hospitality Management at Temple University. Dr. Funk's research focuses on sport marketing, sport management, and sport tourism. His research examines consumer experiences in order to help organizations understand customer acquisition, retention and expenditure. Much of this work has direct relevance to industry, and accordingly has been funded, in full or part, by industry partners to provide actionable insight to evaluate the economic, media, and community benefits of sport and cultural events. He holds a PhD from The Ohio State University and has worked at universities in the United States and Australia.



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Dr. Baker is an Assistant Professor in the Department of Sport, Tourism and Hospitality Management at Temple University. His primary research area is digital sport management, focusing on the intersection of sport, technology, and people, with a second research area studying quantitative research methods, research applications of machine learning, and meta-science. Dr. Baker's academic training is primarily in computer programming (BS from Johns Hopkins University with a double major in Computer Science and Mathematical Sciences) and Sport and Recreation Management (MS and PhD from Temple University). He co-founded D5AI, a start-up conducting research into advances in artificial intelligence and deep learning, where his inventions have led to 10 patents.



QUESTIONS? CONTACT US

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School of Sport, Tourism
and Hospitality Management

Sport Industry
Research Center

The Sport Industry Research Center (SIRC) at Temple University is a research center providing marketing and management services to enhance the economic, social, and environmental sustainability of sport. SIRC conducts and disseminates research, educates and trains executives, and functions as a think tank and an informational resource for those involved in sport and related industries.

AREAS OF EXPERTISE



Economic impact



Sport governance



Media and social media



Event experience



Sport for development



Sport leadership



Brand image



Sponsorship

PREVIOUS CLIENTS

Previous clients of SIRC include the Chicago Sports Commission, Chicago Match Race Center, Greater Cleveland Sports Commission, Philadelphia Convention & Visitors Bureau, PHL Sports, the City of Philadelphia, Visit Kansas City, Laver Cup, Life Time Fitness, Miami Marathon and Half Marathon, National Basketball Association, U.S. Road Sports and Entertainment Group, the Utah Jazz, and the World Surf League.

The information and content provided in this report are governed by a mutual confidentiality agreement between the Chicago Sports Commission, NASCAR, and SIRC.