



NASCAR Busch Series Saw Exposure Growth in 2001

NASCAR Busch Series corporate television exposure was rose last year, however there were many sponsors that left the series.

([PRWEB](#)) February 3, 2002 -- ANN ARBOR, MI, February 1, 2002 -- In contrast to the high rate of turnover for NASCAR Busch Series sponsors during the current off-season, cumulative television exposure value for corporate sponsors rose some 45% during the first year of NASCAR's deal with Fox, NBC and TNT.

According to research conducted by Joyce Julius and Associates' Sponsors Report which specializes in documenting exposure received by corporate entities during national television broadcasts 961 sponsors accumulated a combined \$708 million of exposure value during the 34 telecasts devoted to the Busch Series in 2001, compared to \$480 million garnered throughout the 2000 broadcast season. Exposure value is calculated by comparing the amount of time each sponsor appears clear and in-focus, as well as all mentions of sponsors, to the cost of purchasing a commercial during the network's broadcast.

The exposure news was also positive from a primary team sponsor standpoint. In 2001, a typical team sponsor ranking among the top 25 earned some \$7.5 million of exposure value for the season, or nearly \$330,000 per event. Under the old seven-network arrangement of 2000, the top-25 team sponsors averaged \$5.6 million apiece, or \$175,000 per event.

With 33 viewer replays airing in 2001 compared to 2000, overall sponsor on-screen time and mentions declined (49% and 63%, respectively). Despite the decreased telecasts, viewership rose some 15% thanks in part to a doubling of events carried by an over-the-air broadcast network (10 compared to 5). The end result was advertising rates increased significantly from 2000 to 2001 making in-broadcast exposure even more valuable.

2002 marks the 15th consecutive season the Ann Arbor, Michigan-based Sponsors Report will monitor every NASCAR Busch Series event broadcast. In addition, Joyce Julius and Associates also specializes in the evaluation of total sponsorship programs through the use of its National Television Impression Value (NTIV®) Analysis. For more information regarding the research products and services offered by Joyce Julius and Associates, please visit our web site at www.joycejulius.com.

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