



JUMP START PR



Presents

ROCKY MOUNTAIN
RALLY

NASCAR | **23XI**

MEJO 377

Professor Livis Freeman

Group 1

Perry Becker, Isaiah Dickerson, Trey Foulks, Emma Gilliam, Noel Harris, Lily Luecking, Emily O'Briant, Aman Patel, Allie Pierce





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MEET THE TEAM



Emma Gilliam
Project Manager

Emma Gilliam is a senior from Hendersonville, North Carolina double majoring in Advertising and Public Relations and Political Science. She has gained experience in these fields by serving as a Communications and Public Administration Intern, running a school board campaign, serving as the Social Media Chair for the League of Women Voters, and leading a Public Relations service project for 3D Women, a nonprofit in Durham. She plans to pursue a Master's in Public Administration to be able to someday work for a nonprofit organization or in local government management.



Allie Pierce
Project Manager

Allie Pierce is a senior from Winston-Salem, North Carolina with a double major in Advertising and Public Relations and Political Science. Allie was the social media and marketing intern for the Winston-Salem Dash, the high-A minor league affiliate of the Chicago White Sox. Allie also had the opportunity to be a student intern with FOX Sports University and create a strategic press and promotional campaign for College Football on FOX Sports through her senior capstone course. After graduation, Allie hopes to work in motorsports marketing.



Trey Foulks
Creative and Digital

Trey Foulks is a senior from Greensboro, North Carolina majoring in Sport Administration with minors in advertising and public relations, and entrepreneurship. Trey is a member of the Carolina Sports Business Club as well as a member of Mu Sigma Lambda, a professional fraternity dedicated to careers in sports business. Trey works for UNC Athletics doing marketing and promotions during sporting events. Trey has also worked as a sales intern for the High Point Rockers, a minor league baseball team in High Point, North Carolina. After graduation, Trey hopes to continue working in sports marketing.



Aaman Patel
Strategy and Communications

Aaman Patel is a senior from Morrisville, North Carolina majoring in Journalism with a focus in broadcast. Aaman has worked as a production assistant for Go Heels where he works in control rooms for various sporting events. He also directs live sportscasts and newscasts for Sports Xtra and Carolina Week. Aaman also does play-by-play for cricket games for USA Cricket and Minor League Cricket and hopes to pursue a career in sports production post graduation.



Emily O'Briant
Strategy and Communications

Emily O'Briant is a junior from Asheville, North Carolina majoring in Advertising and Public Relations with a minor in Conflict Management. She is leading the social media accounts for a local Chick-fil-A and has previously led the social media accounts for the Carolina Athletic Association. After graduation, Emily hopes to pursue a career in marketing by working for a local boutique marketing firm that specializes in beverage, food and hospitality.



Isaiah Dickerson
Creative and Digital

Isaiah Dickerson is a senior from Asheville, North Carolina, majoring in Journalism with a focus in photojournalism. Isaiah has developed a passion for video storytelling, and his work is nationally recognized in College Photographer of the Year and Hearst Journalism awards. He has also contributed to the visual communication program at Hussman as a student coach for the Carolina Photojournalism Workshop and coordinator for the Sports Photography Workshop in 2023. Isaiah is finishing his sports communications certificate and has worked for the UNC football team as a manager for three years. You can view his work at isaiahdickerson.com.



Perry Becker
Strategy and Communications

Perry Becker is a senior from Raleigh, North Carolina double majoring in Advertising and Public Relations and Sports Administration. In addition to his work in the classroom, Perry is a member of the UNC Swim and Dive team. His love for storytelling inspired him to start a podcast, called Before The Pros, where he interviews student-athletes. He hopes to pursue a career in sports storytelling post graduation.



Lillian Luecking
Creative and Digital

Lillian Luecking is a senior AD/PR major from Greensboro, NC. She currently works as a lead social media manager for Buckets, a local student-run organization, creating and managing engaging content for TikTok, which has gained over 50,000 followers. She aspires to work as an art director or an integrated marketing professional, combining her skills in social media, design, and communication.



Noel Harris
Strategy and Communications

Noel Harris is a senior from Greensboro, North Carolina majoring in Journalism with a focus in broadcast. Noel is the social media manager for the Carolina Association of Black Journalists chapter of the National Association of Black Journalists and is a 2023 UNC Homecoming Royal. She has gained media experience as a news production assistant intern for Tegna's WFMY News 2, the management and engagement chair for the UNC's chapter of the National Association for the Advancement of Colored People, a student writer for the Durham VOICE and a student worker for GoHeels. She aspires to be a broadcast anchor and reporter post graduation. View her work at <https://linktr.ee/noelharrisv>.

Campaign Overview



The Rocky Mountain Rally: 23XI Season Launch & Super Bowl Bash presents a dynamic two-part event engaging Gen Z with 23XI by celebrating America's most popular sporting event and kicking off the NASCAR season. The event will be held on Sunday, February 9, a week before NASCAR's first race of the 2025 season. It will kick off with a family-friendly pregame festival at Empower Field at Mile High, featuring 23XI Racing Team highlights and sponsor activations, including Toyota's racing simulators and DraftKings' prediction booths. The daytime festivities include appearances by drivers Bubba Wallace and Tyler Reddick, followed by a lunch sponsored by Walmart showcasing southern cuisine. The Lumineers perform before an Air Force flyover marks the transition to the 21+ nighttime event in the United Club Lounge, featuring dinner options from local food trucks and exclusive sponsorship by Nasty Beast for a lively Super Bowl watch party.

Denver, Colorado was identified as a market that is "untapped" by other NASCAR teams. While Denver is not on the current NASCAR schedule, other grassroots racing is present in the city that provides 23XI with the perfect opportunity to be the first NASCAR team to put down roots and create a loyal fan base. 21% of Denver's population is between the ages of 15 and 29 while 23% is between the ages of 30 and 44 which gives opportunities for 23XI to attract its ideal younger and more diverse fanbase. By investing in the market now, the team can position itself as a leader in Denver's NASCAR community and potentially influence future decisions about race locations. Demonstrating a strong fanbase in Denver could also be beneficial to attracting new sponsors. As a North Carolina-based team, roots here can attract sponsors in the Western United States. Brands such as Crocs and Otterbox are Colorado-native brands that could be potential new sponsors for 23XI.

Our on-site activation plan was developed based on our research on the target audience of Gen Zers ages 18 to 24. We used interviews, focus groups, and a survey to gain insight into their perceptions of NASCAR and the elements of a successful sporting event. Our main findings will be emphasized in our activation. First, the atmosphere at a live event means a lot to all participants, therefore, we will hold the event at the Denver



Broncos Stadium. Our survey found that most of our target audience are not fans of NASCAR and do not consume NASCAR-related media. Of our respondents, 47% have never seen a NASCAR race, 47% have occasionally seen a race, and 6% are fans. Thus, we are leveraging football and the most popular American sporting event, the Super Bowl to engage Gen Z with 23XI. This will generate the most attention on social media and bring the most attendees to the event.

Activation and Other Tactics

Event Activation

The Rocky Mountain Rally will take place on February 9, 2025. This event will be an interactive NASCAR x NFL Super Bowl Watch Party in hopes of highlighting the up-and-coming NASCAR season with the biggest sports event of the year. 23XI's sponsors will play a major role in creating a cohesive event that combines the excitement of the Super Bowl without overshadowing the message of the NASCAR season's kickoff.

Sponsors



The Rocky Mountain Rally is a two-part event with a family-friendly pregame festival celebration focused on a 23XI experience. When the Super Bowl begins our event will transition into a 21+ nighttime experience. Beginning at 10:30 a.m. MT, guests are invited to come to Empower Field at Mile High, the Denver Broncos stadium to begin the event. The morning and early afternoon portion will take place at the outdoor event space that the stadium provides. This part of the event will highlight five of 23XI's sponsors: Toyota, Walmart, the Air Force, DraftKings and Nasty Beast.

Toyota will be one of the major sponsors of the daytime portion of the event. Toyota will provide racing simulators and a 23XI show car for guests to have the closest



most authentic race experience in Denver. Racing simulators will be set up outside for guests to drive throughout their time at The Rocky Mountain Rally. Toyota simulators will be available to guests as soon as the event begins at 10:30 a.m. At 11:00 a.m. JumpStart PR believes this will be an integral piece of the event to bring in a new audience. Our research showed that people who are unfamiliar with the sport of NASCAR would be interested in having a real-life taste of the sport. In choosing Denver, our team picked a challenging city as it is not a usual NASCAR market. However, with the help of major sponsors like Toyota, our team is sure this event will draw an excited crowd. Guests will also have a chance to see Bubba Wallace and Tyler Reddick race one another on the racing simulator. This race will be displayed for all guests to see the competitive side of the 23XI drivers. Following this race will bring us to our next sponsor - DraftKings.

Once Tyler and Bubba have raced, the drivers will take the stage and introduce the entire event. This will include audience interactions, interviews, t-shirt tosses, social media promos and a chance for the people of Denver to see the personality of our drivers. After kicking off our event, Tyler and Bubba will have a chance to present their Super Bowl picks. This portion of the kickoff will be sponsored by DraftKings. While Bubba and Tyler will not be officially betting on the Super Bowl this is a chance to integrate our sponsor DraftKings through sports predictions. DraftKings, while one of the smaller sponsors of 23XI, will be major in promoting the heart of our event which is our Rocky Mountain Rally Sweepstakes. This is a chance for all guests to predict the upcoming 23XI season for the chance to win 23XI gear including a pair of Jordans. Throughout the event, there will be prediction booths sponsored by DraftKings for fans to predict on things such as "Will Bubba Wallace or Tyler Reddick win the first NASCAR race this season?" These questions will be geared to keep guests not only interested and engaged in NASCAR, specifically 23XI, at this one event but also carry this interest into the season. Our research showed that people are often more interested in a sport if they have more stake in the race. One of our interviewees mentioned her interest in going to horse races because of the live in-person betting. While the Rocky Mountain Sweepstakes is not official betting, it does allow guests to put some stake into the NASCAR season for the chance to win different prizes. To enter a prediction guests are asked to donate to PAVE. PAVE is the charity JumpStart PR has chosen to partner with for this event as our team feels it most closely aligns with 23XI DEI stances. The amount a guest donates will determine how many predictions they can make. Once all predictions are in, 23XI will keep up with all of the winners from each question category. Since there is a likelihood that multiple people will have predicted correctly, 23XI will select a lucky winner from that pool. However, it will be noted that guests have a greater chance of winning if they follow 23XI on Instagram and TikTok. Our research showed that these two platforms had the greatest reach when it comes to sports news. The



winner of the sweepstakes will be sent gear and announced on all 23XI social media accounts. The sweepstakes and prediction booths sponsored by DraftKings will open once Bubba and Tyler officially announce it at the end of the Rocky Mountain Rally kickoff.

As the Rocky Mountain Rally kickoff comes to a close, various lunch options will open for guests to walk around and explore. Lunch will be sponsored by 23XI's partner, Walmart. Our team believes this will be an exciting way to integrate the traditional southern nature of NASCAR and more specifically the tastes of 23XI's home, North Carolina. There will be a range of different foods with a focus on southern cuisine, most notably Lexington and Eastern-style barbeque for Denver natives to have a taste of. JumpStart PR's preliminary research showed that people are more likely to attend an event if there is a strong social aspect and festival-like vibe. Food is a great way to create an opportunity for people to roam around the facility, meet different people and bond over an experience. Our team also wants to use lunch to integrate NASCAR and the NFL. One of the biggest parts of any Super Bowl party is the food provided. Walmart is a go-to spot to stock up on Super Bowl snacks. The Walmart logo will be connected with any food served during the hours of 11:30 a.m. to 4:00 p.m. Lunch foods will be served from 11:30 a.m. to 2:00 p.m. After 2:00 p.m., the food options will transition into more finger food and classic Super Bowl snacks. After lunch, the Lumineers concert will begin. All guests with a daytime ticket will have access to watch the Denver native band help kick off the Super Bowl and the 2025 NASCAR season. As the Lumineers wrap up around 3:15, daytime pass guests will enjoy one last event. An Air Force fly over the field. The Air Force is a symbolic sponsor of the 23XI team. Guests will be guided towards Empower Field at Mile High for an Air Force flyover at 3:45. This will signify the end of the daytime portion of the event and the start of the nighttime 21+ event.

As the flyover ends, guests with a night pass will be directed toward the United Club Lounge within the stadium which holds up to 2000 people. The space is equipped with built-in bars for serving refreshments, a Plug and Play HDTV Videowall, and two projection walls to stream the game. The space has reception-style seating and access to stadium seating. There are 4,000 additional seats directly outside of the club, allowing guests to step outside and enjoy the breathtaking views of the Denver skyline. Guests will have the option of dinner food provided by local Denver food truck vendors. The final 23XI sponsor of this portion of the Rocky Mountain Rally is Nasty Beast. JumpStart PR wanted to be conscious of mixing sponsors when it comes to alcohol. Thus, the nighttime watch party portion of our event will be sponsored solely by Nasty Beast and Walmart will not be a sponsor of the dinner food provided. Fans are encouraged to try different flavors of Nasty Beast as they watch the biggest sporting event of the year.



The Rocky Mountain Rally will be sponsored by five of 23XI's partners: Toyota, DraftKings, Walmart, the Air Force and Nasty Beast. These sponsors will be fundamental in creating the atmosphere and ensuring the success of the Rocky Mountain Rally. Our team wants these sponsors to know how important they are. To show our appreciation, each sponsor will receive 50 tickets to give to any employees, executives, or families of their choice.

The Lumineers

The Lumineers and Denver are the perfect combination for our event because the city of Denver is where the Lumineers' career took off. The band gained popularity in Denver through local performances before becoming a mainstream success. The band is still deeply connected to the residents of Denver and would be a perfect way to attract residents to our event. Picking the Lumineers for our concert would bring a sense of authenticity and hometown pride to the collaboration, which would help the event resonate with music fans and racing fans alike.

The Lumineers also have a broad appeal because they play a mix of folk, rock, and indie music which gives people a sense of something they have never heard before. Lumineers' concerts are also among the top-ranking concerts in terms of enjoyability because they play music that is easy to sing along with and they have great energy and passion. They are known for taking fans from the crowd and bringing them on stage and we think this would be a perfect way to get Bubba and Tyler involved in the concert. Bringing the drivers onstage would be an electrifying moment that would further bring attention to the team and help promote the upcoming season.

The Lumineers and 23XI Racing are a perfect fit because both are famous for having a more diverse and broad appeal than their competition. They represent a new era of diversity and inclusivity in their fields and this would be a great chance to work together and grow each others' brand. This is a great opportunity to bring local Denver music fans as well as music fans in general to the event and start them on the path to becoming 23XI fans and help legitimize the event in the community.

PAVE Project

When choosing partners for this event, each partner was chosen based on their alignment with NASCAR, and 23XI to make sure that the event felt as authentic as possible. We felt that 23XI is an authentic NASCAR team because of its devotion to diversity. Therefore, we wanted to bring in a local Denver nonprofit to participate in the



event. Project PAVE (Promoting Alternatives to Violence through Education) was chosen for its dedication to promoting healthy relationships and preventing violence, echoing NASCAR and 23XI Racing's commitment to inclusivity and empowerment. Project PAVE's mission lies in its commitment to educating and empowering youth, families, and communities, fostering healthier relationships and safer environments. Their charitable efforts match perfectly with the 23XI Racing team, who prioritize diversity, inclusion, and community engagement. The drivers and team members of 23XI Racing are responsible for actively participating in the event, interacting with attendees, and sharing their experiences and insights helping to increase the reach of the PAVE Project. They will also lend their support to Project PAVE's initiatives and help promote the event to their fan base.

The Denver Broncos were chosen as partners due to their significant presence and influence in the community, as well as their commitment to social responsibility. As part of the collaboration, we would be asking the Broncos to provide access to their facilities, resources for event logistics, and support in



promoting the event to their fan base. By partnering with the Broncos and tapping into the excitement surrounding the NFL and Super Bowl, we aim to maximize the event's reach and impact, engaging a broader audience and fostering greater community involvement. This event serves as a strategic opportunity to generate excitement and momentum for the upcoming NASCAR season and 23XI Racing's involvement. By using the hype surrounding the NFL and Super Bowl, we can capture the attention of all sports fans and generate buzz around NASCAR and 23XI Racing, setting the stage for a successful season ahead as well as promoting Project PAVE to the surrounding community to help their mission of giving back and ending violence through education.



Communications Strategy

PESO Strategies

The communications strategy and plan are key components of our campaign for the 23XI Racing Team. The overall goal of the campaign is to reach a younger and more diverse fanbase and this is done through our strategy and planning. The primary way to reach a younger and more diverse audience is by utilizing the media.

To gain publicity for the Rocky Mountain Rally event, we plan on utilizing Peyton and Eli Manning's show, *ManningCast*, to help get the word out about 23XI Racing and the event itself. Since Peyton Manning was the star of the Broncos from 2012-2015, he would be able to reach a wide audience in the Denver area, since he is widely famous. Eli Manning, although never playing for the Broncos, was a starting quarterback for the Giants from 2004-2019, so having another renowned NFL player would also help reach a wider audience. The goal is to reach out to the show and use it as pre-event advertising so that the Manning brothers can "get the word out" before the event takes place. This is a form of paid media we plan to utilize. Through the show, we also plan on trying to get Bubba Wallace and Tyler Reddick as guest appearances to help circulate more publicity. Having an advertisement on the show, and having 23XI's two drivers be guest appearances, would be crucial for 23XI's event in Denver. By using the Manning brothers, we hope to reach a lot of Denver residents and those who love the sport of football.

Another plan we hope to use to gain publicity is to post about this event on all of 23XI's social platforms and website. By advertising on media sites we own, we are reaching those who are already fans which could potentially turn into word-of-mouth advertising. Since a lot of 23XI's fanbase is from the south, if 23XI's social content is constantly posting about this event, it would encourage 23XI's fans to tell those that they might know in the Denver area about this event. For instance, if someone lives in North Carolina and they are a huge NASCAR fan, and the rest of their family lives in Colorado if they see posts about this event, that could encourage them to tell their family about the event which could encourage a new fan base to attend. By utilizing social media to reach current, and potentially new fans, we are utilizing the media that 23XI already owns, and in turn, it is hopeful that we will reach a new audience by word-of-mouth. Another form of owned media we hope to utilize is by promoting our drivers, Bubba Wallace and Tyler Reddick, through the streets of Denver. If one of the drivers was able to bring their car to Denver and then drive it around the city the day before the event, then it would create publicity for the team because Denver residents would be curious as to why the drivers are driving around town and then they would look



it up and see the event. Both social media and utilizing the drivers of 23XI would be a very beneficial way to get word out about the event.

We also hope to utilize partnerships to get word out about this event. To begin, we can partner with the Broncos and they can post 1-2 times on social media about the event, and in turn, we will also post 1-2 times about the Broncos during their season. This will be beneficial because it targets a new audience, Broncos fans, and introduces them to 23XI Racing. We also hope to utilize Shannon Sharpe, a tight end for the Broncos for 14 seasons that is now retired. He was a highly skilled tight end and a Hall of Famer for the NFL. By beginning a partnership with him, in which he posts about the event and attends the event, it would be highly beneficial for 23XI. He would be able to reach a younger and more diverse audience since he is a Hall of Famer. Creating partnerships with the Broncos and Shannon Sharpe would be monumental for this campaign event. Lastly, we hope to partner with Denver Racing Social. DRS is a simulated racing experience that is located in Denver. By partnering with DRS, 23XI would reach those who are already racing fans within the Denver community. Reaching this already-established racing fan base would help increase awareness of 23XI in Denver for racing fans. The partnership would include DRS being present at the event, and in turn, they would get promotion through the event.

TikTok is another platform we plan on using to boost engagement in Generation Z. We hope to utilize TikTok by starting a “Who do you think will win the Super Bowl?” video trend. After asking different people in GenZ, we will use their answers to ask if they have heard about our event, Rocky Mountain Rally: 23XI Season Launch & Super Bowl Bash. We demonstrated this TikTok trend on the campus of UNC-Chapel Hill, but this strategy would be performed in the streets of Denver a few days before the event.

A few other ways we will reach the audience in Denver are through billboards, print advertising, and podcasts. By using these platforms, we will reach a wide audience in Denver that might not have any connections to racing, or even sports in general. Using traditional advertising methods, our goal is to bring awareness to those in Denver who do not pay attention to racing.





Media List

NAMES	OUTLETS	POSITION	EMAIL
Nick Rothschild	Denver7 News	Sports Anchor	nicolas.rothschild@denver7.com
Patrick Saunders	The Denver Post	Sports Writer	psaunders@denverpost.com
Taylor Cunningham	Fox31 Denver KDVR	Sports Anchor	taylor.cunningham@kdvr.com
Ashley Moore	9News Denver	Sports Anchor	ashley.moore@9news.com
Brent Briggeman	The Gazette Denver	Sports Writer	brent.briggeman@gazette.com
Kevin Simpson	The Colorado Sun	Sports Writer and Editor	kevin@coloradosun.com
Amanda Geffre	Denver Sports	Sports Writer	Aageffre@bonneville.com
Marty Smith	ESPN	Sports Reporter	N/A
Jamie Little	FOX Sports	Sports Announcer	N/A

**disclaimer- emails for employees at ESPN and FOX Sports were not available to the the public*

Summary

Denver is a relatively untapped market for NASCAR and would allow 23XI to get an early foot in the door. This move would influence future race locations, while also attracting new sponsors from the Western United States, such as Crocs and Otterbox. The Rocky Mountain Rally uses popular figures in the city to attract young, diverse residents to this event and convert them to 23XI fans. The success of this innovative event would serve as a model to expand 23XI and NASCAR into cities that don't host races.

Our idea of a two-part event allows 23XI, their sponsors, and their fans to have the best of both worlds. The daytime, family-friendly environment would attract a diverse group of families and young people while allowing for the sponsors, especially those who want to avoid associating with Nasty Beast, to get some brand recognition amongst their target audience. The nighttime watch party sponsored by Nasty Beast will be 21+ allowing for a bigger focus on the enjoyment of younger Millennials and Gen Z. This strategic sponsor integration would allow sponsors to avoid unwanted association and give fans a more targeted experience.

The event's activation plan was developed based on research targeting Gen Zers aged 18 to 24, who are not traditional NASCAR fans. By integrating NASCAR and 23XI into the Super Bowl experience, the event not only taps into this large audience but also positions itself as a unique and innovative experience that combines two major



American sports. Gen Z is known for its enjoyment of live events and engaging experiences, and this plan caters directly to those preferences. By creating an event that is not only entertaining but also interactive and socially shareable, the event has the potential to resonate with this demographic and generate widespread attention and positive impact on social media platforms.

One of our projected leaders, Emma Gilliam, summed it up quite nicely, “Getting the chance to work on the activation project for 23XI has been a great real-world experience. We realized that the project was not just about public relations; it was a hands-on lesson in adaptability and innovation. Brainstorming how partners could be engaged, creating a narrative that resonates with Gen Z, and presenting our ideas in a professional campaign are all skills that we will take with us to our professional careers and are thankful for.” Our team member, Emily O’Briant said “I’m most proud of our team’s ability to take a chance on Denver since it is an untapped market for NASCAR. It was a risk but I think our event is the perfect way to integrate NASCAR and 23XI out West.”

Jump Start PR would like to thank Lia Esposito, Jamie Ruiz and everyone who is a part of the 23XI Racing Team for allowing us to engage with your brand through this process. Your insights, guidance, and willingness to collaborate with us throughout every step have been instrumental in creating a successful campaign. Working with 23XI Racing has not only given us valuable industry knowledge and expertise but has inspired us to push the boundaries of our creativity and innovation. We hope to have provided you all with some valuable insight on how to make 23XI a household name. At the very least, we’ve created (number of members in our group) new 23XI fans.

Appendix

Executive Summary

The 23XI Racing Team aims to broaden its fan base to a younger and more diverse audience. Jump Start PR conducted thorough research to develop a campaign aligning with this goal. The project involves:

- Understanding perceptions of NASCAR among Gen Z and millennials.
- Social media consumer habits of Gen Z and millennials
- Creating a successful partner-centered on-site activation to attract the target demographic



Through interviews, surveys and focus groups, the data will help Jump Start PR create a campaign to diversify and expand 23XI's fanbase. Our research contains a diverse approach. We conducted 22 interviews across various mediums to understand the perception of NASCAR among Gen Z and Millennials. We found participants through personal connections, colleagues and students to gain a broad perspective. Questions evolved from general motorsports knowledge to deeper insights into favorite sports and why. Two Zoom focus groups explored on-site brand activations: one with non-sports enthusiasts and another with college-aged sports fans. A Qualtrics XM survey targeting college students examined media consumption habits from February 8 to March 5, obtaining 154 responses. Our research will guide our team in creating an on-site activation paired with partnered content.

From our research, we established key findings:

- Importance of awareness and advertising on platforms Gen Z and millennials use, like Instagram and TikTok
- Interest and prioritization of the social aspect of a sporting event
- Significance of the 'Cool' factor
 - Gen Z and millennials like to see and be seen at events.
 - 23XI can break through the current perception of a NASCAR team and evolve into something with a more positive brand identity.
- Desire for new experiences
 - Many potential fans have never attended a motorsports event, making NASCAR a new experience.

This research will shape our 23XI campaign. Our final project will combine Gen Z and millennial media consumption habits with their on-site activation preferences to create a new perception about 23XI and, ultimately, NASCAR itself. 23XI wants to be the bridge between the casual fan and NASCAR. Our on-site activation will do just that, and our team, Jump Start PR, is excited to share our findings and recommendations with you.

Logo

ROCKY MOUNTAIN RALLY

NASCAR | 23XI

Flyer



We are excited to invite you to the Rocky Mtn Rally; 23XI Season Launch & Super Bowl Bash. This dynamic two-part event provides a day of entertainment, food, and music to engage Gen Z fans and sponsors to create the ultimate hype for 23XI's upcoming season.

EVENT HIGHLIGHTS

Family-Friendly Venue Fun

Concourse opens at 10:30 a.m. with Toyota Race Simulation and 23XI stage car for photos. Fans can enjoy a taste of 23XI's home, NC BBQ, and other Superbowl snacks provided by Walmart while exploring the booths and vendors.

Draft Kings Sweepstakes

Sweepstakes opens for people to enter with their picks for the 2025 NASCAR season. Bubba and Tyler present their picks for the Superbowl.

Lumineers Performance

The Denver native band takes the stage at 2 p.m. for an incredible exclusive concert on Empower Field.

Air Force Flyover

Fans can enjoy the visual spectacle of an aircraft flyover from the local Air Force.

Super Bowl Watch Party

Fans who are 21+ can enter the United Club Lounge for a spectacular viewing experience and drinks sponsored by Nasty Beast.












10:30 A.M. - 8 P.M.

9

FEBRAURY

EMPOWER FIELD

1701 BRYANT ST,
DENVER, CO 80204

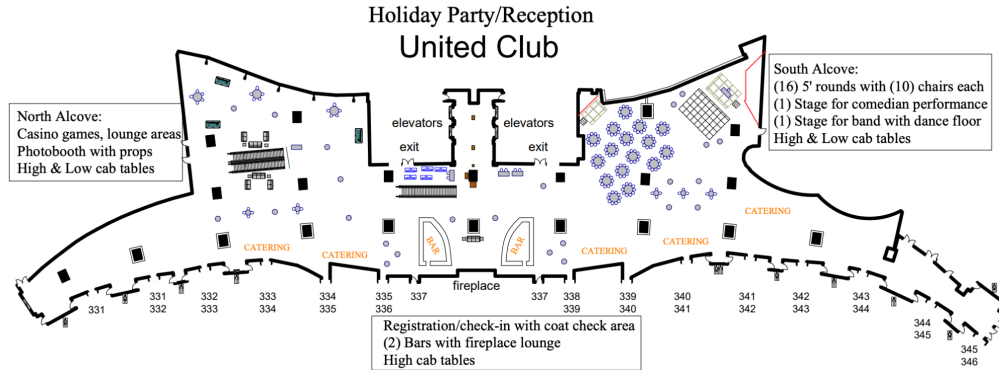
Presentation Link

United Club Lounge Layouts



UNITED CLUB LOUNGE

HOLIDAY - RECEPTION

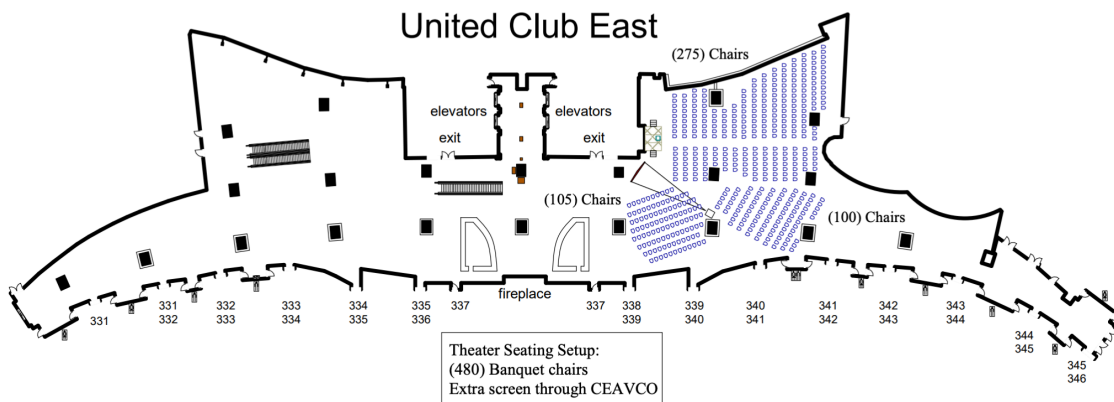


This option would provide the perfect space for attendees to dine and watch the game with a spread-out layout.



UNITED CLUB LOUNGE

THEATER



This option would provide a premium viewing experience for the Super Bowl with a dedicated area for booths and vendors on the left and a theater experience on the right.