

**TEXAS MOTOR SPEEDWAY: PRINT ADVERTISING, SPONSORSHIP,
LOGOS, AND CONGRUENCE**

by

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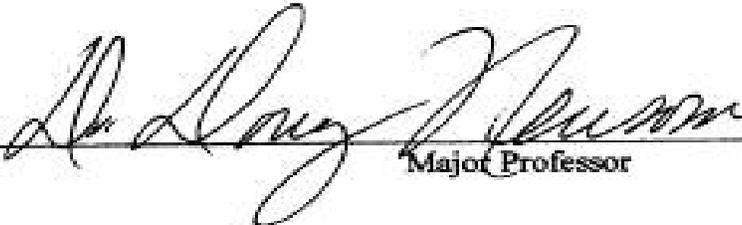
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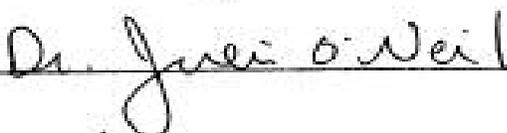
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CHAPTER 1

INTRODUCTION

Sports venues throughout the United States rely on ticket sales as their main revenue source for operations and profits. Texas Motor Speedway, located in Fort Worth, Texas, is no different. The 1,500 acre facility hosts two NASCAR (National Association of Stock Car Auto Racing) race weekends each year. Each of these events is equal to or even greater than hosting a National Football League Super Bowl game (Hall, 2007; Stahl, 2005) based on both the amount of fans that are drawn to the events and the economic impact that the events bring to the area. Like other sports facilities today, Texas Motor Speedway relies on its advertising and sponsor relationships to promote its annual events to gain consumer awareness and attract fans to purchase tickets to the events. Sponsors are critical to Texas Motor Speedway in the fact that they provide a large revenue source and additional recognition for the racing events. Based on the fact that they provide incremental amounts of sponsorship income to the facility, it is important that an image link is created in which Texas Motor Speedway, NASCAR, and the sponsors are synonymous. As a result, event logos are created that include the sponsor's name, date of the event, and Texas Motor Speedway. Then these logos are included in advertisements and other promotions that are dispersed to individuals prior to and during the event.

The purpose of this study is to examine the congruence effect of sponsorship logos placed in a combination of Texas Motor Speedway print advertisements and to measure brand recall, recognition, and behavioral intent to purchase tickets. Congruence refers to the link, match, fit or similarity between the sponsor and the event (Moore, Stammerjohan, & Coulter, 2005; Cornwell, Weeks, & Roy, 2005; Rifon, Choi, Trimble, & Li, 2004). Therefore, incongruence would occur when there is no apparent relation between the event and its sponsor. Congruence can be critical when any venue is trying to promote its largest event(s) of the year since one of the main goals is for the advertisement to present a mental picture in the consumer's mind and thus lead to recall and recognition of the facility, its events, and its sponsors (Levin, Joiner, & Cameron, 2003).

Due to the fact that Texas Motor Speedway has multiple sponsors and multiple logos, this study will examine whether individuals find the sponsors within the advertisement(s) to be congruent or incongruent with Texas Motor Speedway. This study will utilize two print advertisements from the speedway and evaluate the logo combinations presented in each one. Additionally, the research will determine whether participants can recall and recognize the advertisement's message and evaluate their behavioral intent to purchase tickets after viewing the advertisement. This study will provide information to professionals in the marketing and advertising fields who incorporate sponsorships and logos in their advertising campaigns. The feedback obtained from this experimental research will provide information on how to structure future advertising campaigns so that they can be more effective in reaching the target market and achieving company goals. The study will also provide information that can be added to the educational body of knowledge since little research has been found regarding the combination of congruence, recall and

recognition, sponsorships, and behavioral intent to purchase. Additionally, no educational research can be found that evaluates sponsorship and advertising from a sports venue or facility perspective. The researcher plans to establish a foundation of information that scholars can build upon for future studies.

CHAPTER 2

HISTORY OF NASCAR

Although it is not known when the first automobile race was held, Richard Petty, a seven-time NASCAR champion (Sowers, 2000), says that “It was the day they built the second automobile,” (Menzer, 2001; MacGregor, 2005). Racing cars evolved to be a pastime for many individuals throughout the United States after the inception of the four-wheeled, motorized vehicle. Races were both organized and impromptu. According to several writers (Dunnavant, 2001; Menzer, 2001; Pruitt, Cornwell & Clark, 2004; Oldham, 1998; Sowers, 2000; Van Houten, 2005), NASCAR can attribute much of its history to the impromptu racing that occurred between moonshine runners and the police in the hills of the southeast. This area included the Carolinas, Georgia, Florida, Kentucky, and Tennessee (Menzer, 2001; Sowers, 2000). Impromptu races transpired when the moonshine runners attempted to escape the law while transporting the illegal brew to be sold (MacGregor, 2005; Menzer, 2001; Sowers, 2000).

In the 1930s, distilling and selling moonshine was a lucrative business for many individuals in the southeast due to the economic hardships that the country had incurred as a result of the Great Depression (Menzer, 2001; MacGregor, 2005). Producing moonshine was a simple procedure that utilized a variety of ingredients such as corn or similar items which were readily available on local farms (MacGregor, 2005).

The production of moonshine was also a profitable business for individuals due to the Eighteenth Amendment and the Prohibition era (Oldham, 1998). The Eighteenth Amendment prohibited the creation, selling, and consumption of alcohol, which led to a black market for the product (Hamm, 1995). If an individual could make the alcohol and supply it to a buyer, they would make a substantial profit based on the demand for moonshine since it was not readily available in stores.

One of the key details in the process of the distribution of moonshine during this time was the transportation of the alcohol so that it could be sold to vendors. The obstacle for the transporters of the illegal brew was the police. If caught, the police would arrest the individuals and seize their car (MacGregor, 2005). The moonshine runners were not concerned about going to jail but feared more that the police seized their modified vehicles, discussed later, leaving them with no means of transportation (MacGregor, 2005). After 1933, a new fear developed in addition to being caught by the police. This fear was being caught by the federal tax agents, or revenueurs, who required tax payment on these goods. The new development occurred as a result of the repeal of the Eighteenth Amendment when alcohol became a legal and taxable good. When moonshiners were found illegally transporting the concoction, federal tax agents collected taxes based on the amount of moonshine found and taxation was often over 50 percent of the selling price, which reduced profits significantly (MacGregor, 2005).

It was not an easy task for the revenueurs to apprehend the moonshiners, which required driving through the woods and essentially stumbling upon these individuals. When the lawbreakers were found, a race often ensued with the revenueurs chasing the moonshine runners (Hall, 2007; MacGregor, 2005). Ultimately, the moonshine runners began to

modify their cars so that they were faster and handled better through the sharp turns in woods while trying to escape the law (Menzer, 2001). The result was the revenueurs modifying their cars so that they could catch the law breakers or even utilizing the previously seized vehicles from other moonshiners (MacGregor, 2005).

The moonshiners did not allow these fast cars to sit and collect dust in their down time between whiskey runs. Experiencing the adrenaline boost from racing the police and revenueurs, the moonshiners began to race their cars against one another in loosely organized racing events. These races involved competitors wanting to prove how fast their cars were and possibly earn extra cash on the side when betting was involved (Menzer, 2001).

During the evolution of moonshine runners and revenue chasers, the beaches of Daytona had already become well-known for the racing that was held there (Sowers, 2000). Individuals like Sir Malcolm Campbell flocked to the area looking to break the world land-speed record and regularly raced at speeds over 200 miles per hour (Hunter & Pearce, 1998; MacGregor, 2005; Sowers, 2000).

Simultaneously, William (Bill) Henry Getty France had recently moved his family from Washington, D.C. to Daytona Beach, Florida in search of better work as a mechanic (Daniel, 2000; Menzer, 2001; Oldham, 1998; Sowers, 2000). While in Washington, D.C., France raced a canvas-bodied hot rod Model T on local short tracks (Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001). This racing experience, along with his profession as a mechanic, allowed France to adjust quickly to the automobile and racing environment that surrounded the Daytona area.

In 1935 when Campbell left Daytona Beach, the area's racing scene quickly began to decline, which affected the city's economy. City leaders began to look for new ways to

attract money back to the area and soon realized that they should hold a race event to draw racers, fans, and tourists (MacGregor, 2005). In 1936, the city of Daytona Beach and the American Automobile Association (AAA), a well-known motorsports organization in the United States, hosted a 250-mile race that incorporated a portion of the beach and part of the asphalt highway of A1A. With a purse of \$5,000, the race drew various competitors including the 1934 Indianapolis 500 winner Bill Cummings and Bill France. The race resulted in an estimated crowd of 20,000, which resulted in an event that was not profitable (Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001; Oldham, 1998). To this end, the city and AAA shifted responsibility of planning and hosting the following year's race to the local Elks Club. This event resulted in a marginal profit compared to event held by the city and AAA in 1936 (Menzer, 2001; Oldham, 1998).

In 1938, the local chamber of commerce sought a new organizer who could make the event successful and profitable. They turned to Bill France, whose gas station had become the local gathering place for racers, for advice on who might be interested in organizing and hosting the race (Menzer, 2001). France was confident that he could do a better job but did not have the finances to organize such an event. He approached his current race car owner and local businessman Charlie Reese who agreed to assist with financial backing for the 1938 race (Hunter & Pearce, 1998; Menzer, 2001; Oldham, 1998). France secured prizes and money from sponsors throughout the area to reward the winner of the race and also for those who led laps. Multiple drivers participated, including France, and over five thousand spectators attended (Menzer, 2001). The race was a success, which led France and Reese to organize more races during the next few years (Hunter & Pearce, 1998; Menzer, 2001; Oldham, 1998.) However, World War II began and put a halt on France and Reese's

organizing of races as well as most racing throughout the region due to lack of money and excitement for the sport (Hunter & Pearce, 1998; MacGregor, 2005; Oldham, 1998).

When the war ended, France began promoting racing again and expanded his reach throughout the region including Georgia and the Carolinas. He quickly found that many of the current sanctioning bodies, those who organized races, did not have consistent rules for the events or a consistent system for crowning a series champion (Oldham, 1998). There were organizers and sanctioning bodies from Long Island, New York to Long Beach, Florida who did not always pay the prize money that was won. According to Jeff MacGregor (2005), France concluded that what was needed was:

... A sanctioning body that would oversee the staging and promotion of all these smaller races, paying out the purses, standardizing the rules and enforcing them, making regulations for the preparation of the cars, creating a points system to crown a series champion, and eventually perhaps, a true national champion. (p. 20-21)

France took this idea to AAA who rejected it (Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001; Oldham, 1998). Then he attempted to implement the idea himself by organizing various governing bodies such as the National Championship Circuit and SCARS also known as the Stock-Car Auto Racing Championship (MacGregor, 2005; Menzer, 2001). Following the first year of successful operation of SCARS, France assembled a meeting which was held at the Streamline Hotel in Daytona Beach (Oldham, 1998). The meeting consisted of 35 individuals including drivers, mechanics, friends, promoters, and lawyers who discussed France's idea of creating an organization with rules, prize money, a championship, and other details (MacGregor, 2005). The idea was well received by the group, which led to the creation of the National Association of Stock Car Auto Racing

(NASCAR) on December 14, 1947, (Daniel, 2000; MacGregor, 2005; Menzer, 2001; Oldham, 1998; Sowers, 2000) with France as the majority stockholder and president (Daniel, 2000; MacGregor, 2005; Menzer, 2001; Sowers, 2000).

NASCAR immediately began hosting races up and down the east coast with the first race being held two months after the creation of the organization (MacGregor, 2005; Oldham, 1998). The organization faced multiple competitors, and France felt that NASCAR was not getting sufficient recognition from the media in order for it to grow and attract more competitors and fans (Menzer, 2001; Oldham, 1998). Thus, France made a critical move which involved banning all modified race cars from competing in NASCAR events and only allowing strictly stock cars to participate. Modified cars were vehicles that had been changed from their original mechanics from when they were purchased to make them faster and handle better, similar to how the moonshiners modified their cars. France believed that fans would support and enjoy watching cars compete that everyday individuals could purchase and drive (Hall, 2007). He also believed that a strictly stock car class produced respect while the modified class provided a link to the boisterous past of whiskey runners (Daniel, 2000). The result was NASCAR's becoming a strictly stock car series (Sowers, 2000), which allowed cars that had not been modified from their original state to participate in the first Strictly Stock Car Series race in Charlotte, North Carolina in June 1949 (Daniel, 2000; Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001; Oldham 1998).

The sport began to grow and thrive through the 1950s. In 1950, France renamed the Strictly Stock division the Grand National division of NASCAR (Daniel, 2000; Hunter & Pearce, 1998; MacGregor, 2005; Oldham, 1998). By this time, the Grand National Series was racing outside of the southeast of the United States including Pennsylvania, Ohio, New

York, and Indiana. France also approved the thirteenth race of the series' schedule to be raced at the newly built Darlington Speedway in South Carolina. The track was built by Harold Brasington, a Darlington native, who had attended the Indianapolis 500 in 1948 (Daniel, 2000). His experience at that event and excitement for the sport led to the construction of one of the first paved tracks (Daniel, 2000; Hunter & Pearce, 1998; Oldham, 1998; Sowers, 2000). The Southern 500 took place on September 4 and attracted over 15,000 fans, which was considered to be an overnight success for the series (Daniel, 2000; Hunter & Pearce, 1998; MacGregor, 2005; Oldham, 1998).

In 1951, the schedule went west and included California and Arizona (Hunter & Pearce, 1998). By the end of the decade, Bill France saw the evolution of racing change from the dirt track ovals to paved speedways, so he built a high-banked, paved superspeedway in Daytona, which hosted its first Grand National Series race in 1959. Other paved tracks were also being built including Charlotte Motor Speedway and Atlanta Motor Speedway, which both held their first races in 1960. However, one of the most critical details during the 1950s was related to Carl Kiekhaefer and his innovative ideas.

Kiekhaefer was the founder and owner of Mercury Marine, a boat motors company. He found stock car racing to be an interesting sport and was looking for a new way to market his boat motors (MacGregor, 2005). In 1955, Kiekhaefer purchased several stock cars that raced in the Grand National Series so that he could advertise his boat motors company (MacGregor, 2005; Sowers, 2000). Kiekhaefer painted his cars, trailers, and even clothed his personnel in Mercury Marine so that everyone could see the brand on everything related to the race teams (MacGregor, 2005). This type of sponsorship had not been seen before in the sport of NASCAR. Occasionally a racer might hand paint a thank you to

individuals who had helped them with parts or financial assistance, but Kiekhaefer supported his two race teams with an insurmountable amount of funds so that they would be seen and would win (MacGregor, 2005; Sowers, 2000). These actions led to a reevaluation by France and NASCAR of the technical rules for the sport prior to the 1957 season to ensure that all racers had a fair and equal opportunity to be competitive in the Grand National circuit since they did not all have the financial backing of Kiekhaefer's teams (MacGregor, 2005). However, Kiekhaefer's sponsorship ideas opened the door and minds of other racers who began to solicit companies to help sponsor and pay for the costs of running their own race teams.

Following Kiekhaefer's lead, Chevrolet and Ford saw an emerging opportunity with NASCAR in the form of sponsorship. They began to provide drivers and teams with monies to support the costs that it took to run in the series. Between the years of 1963 and 1968, it is estimated that Chrysler, Ford, Firestone, and Goodyear collectively invested over \$200 million in NASCAR. The sponsorship dollars that the racers received from companies large and small not only allowed drivers to improve their cars, but also helped with the daily costs of running a race team including transportation to and from the events. This alleviated the concern of funding that the drivers often worried about and allowed them to focus on racing. The result led to the sport becoming more business-oriented. Additionally, France found that these sponsorships brought more attention to NASCAR by attracting the media and the attention of competing companies of sponsors who were not involved with the sport (Menzer, 2001). By 1971, various sponsors involved with NASCAR and its drivers included Champion (spark plugs), STP (a fuel additive), Goodyear and Firestone (tire

companies), Purolator (an oil company), various automobile manufacturers, and more (Menzer, 2001).

Similar to the Eighteenth Amendment, another groundbreaking government ban changed the course of NASCAR in 1971. The legislation involved the United States federal government's ban of tobacco companies not being able to advertise on television (Hall, 2007; MacGregor, 2005; Menzer, 2001; Oldham, 1998; Spencer, 2003; Sowers, 2000). At the outset, one of the local race car drivers, Junior Johnson, approached R.J. Reynolds, the local tobacco company, thinking that they might now have a few extra dollars in their budget to sponsor his race car (Menzer, 2001; Oldham, 1998). However, Johnson quickly realized that they had a huge surplus of funds so he redirected them to Bill France (Menzer, 2001; Sowers, 2000; Spencer, 2003). With over \$800 million dollars of surplus money in their budget, France entertained the R.J. Reynolds Tobacco Company and discussed possible business ventures (Menzer, 2001; Spencer, 2003). The result was the renaming of the Grand National Series to the Winston Cup Series and a huge influx of new sponsorship dollars to the governing body of NASCAR (Hall, 2007; Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001; Oldham 1998; Sowers, 2000).

The result of R.J. Reynolds' sponsorship opened the door for other highly regarded national companies to get involved with NASCAR (Sowers, 2000). Soon, each car in the Winston Cup field found a sponsor to support its racing operations (Hunter & Pearce, 1998; MacGregor, 2005) and many of the companies were well-known institutions, not local businesses. Among them were Quaker State, Pepsi-Cola, Budweiser, Tide, Piedmont Airlines, Valvoline, and Gatorade (Hunter & Pearce, 1998). With all of the changes and growth in NASCAR, Bill France made a change of his own by passing the reins of the

NASCAR Presidential title to his son, Bill France, Jr. in 1972 (Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001). The change of leadership and the increase of sponsorships in the sport marked the beginning of the new modern era of NASCAR (MacGregor, 2005).

Another significant event for NASCAR occurred with the first live airing of a race on national television which was the 1979 running of the Daytona 500. The CBS television network aired the race in its entirety from green to checkered flag (Dunnivant, 2001; Hunter & Pearce, 1998; MacGregor, 2005; Menzer, 2001; Oldham, 1998; Stahl, 2005). This was critical because prior to this airing only tidbits of wrecks or fights had been aired on television; never before could a live audience watch every moment of a NASCAR race live. Much to the surprise of the network executives, the race received an exceptionally high viewer rating, which provided evidence that they had found a new audience for the sport (Menzer, 2001).

Television became a key medium in spreading the sport of NASCAR nationally (Hunter & Pearce, 1998). The broadcast opened the door for the sport in that it began to reach more people and grow its fan base. The sport was also spreading geographically. By 1998, the Winston Cup Series was being run in 17 states including New Hampshire, Michigan, North Carolina, Georgia, Florida, Arizona, and California. Other speedways were being built in Kansas City, Kansas, Chicago, Illinois, and Fort Worth, Texas.

With NASCAR's dramatic growth and popularity, television networks began to look toward the sport to fulfill a niche market that would help them make a profit. Prior to 1999, the sport could be seen on various channels, both cable and network, but did not have a permanent home. However, a multi-year, \$2.8 billion dollar contract was inked the same

year that allowed FOX, NBC, and TBS to show the entirety of the year's schedule on their networks (Dunnavant, 2001; MacGregor, 2005; Menzer, 2001). This provided significant evidence that sport was reaching a new plateau. NASCAR had become a marketplace for businesses to advertise and now had a haven for fans to flock to on a weekly basis. The money received from these television rights allowed the NASCAR sanctioning body to offer larger purses for payouts to the winners and draw in more competitors and companies which allowed the sport to grow even more (MacGregor, 2005).

Another significant step for the sport occurred in 2003, when Nextel, a telecommunications company, agreed to pay \$750 million dollars over ten years to replace Winston and R.J. Reynolds as the new title sponsor of the Cup Series (MacGregor, 2005; Levine, 2003; Stahl, 2005). Winston brand cigarettes and R.J. Reynolds faced many challenges with its marketing and promotions campaigns which were restricted by legislation in the 1990s due to the concern of influencing minors (Spencer, 2003). As a result, R. J. Reynolds decided to step aside, and Nextel stepped in to offer NASCAR an endless variety of opportunities to market the sport (Hall, 2007; Petty, 2004; Spencer, 2003). Along with a new title of its premier series, the NASCAR NEXTEL Cup Series, NASCAR also named a new CEO, Brian France, who was the grandson of Bill France, Sr. (MacGregor, 2005; Stahl, 2005).

Today NASCAR has become a multi-billion dollar sport annually (Dunnavant, 2001; Stahl, 2005). It ranks number two for the most televised sport behind the National Football League (Dunnavant, 2001; Levine, 2003; MacGregor, 2005; NASCARMedia, Overview, 2007), and its fan base has grown to over 75 million (Hall, 2007; MacGregor, 2005; Menzer 2001; Levine, 2003; NASCARMedia, Overview, 2007), which is one third of the United

States' adult population (NASCARMedia, Overview, 2007). It continues to be America's fastest growing sport (Dunnavant, 2001; Levin, Joiner, & Cameron, 2001; Oldham, 1998; Silver & Bennett, 1995; Van Houten, 2005) with the most Fortune 500 companies investing in it than any other sport (Levine, 2003). A list of these Fortune 500 companies can be found in Appendix A.

However with any business, the goal is continual growth. According to Brian France, "We're trying to make sure it (revenues) goes up. Expand NASCAR, expand our fan base." (Stahl, 2005) One of the primary areas in which growth can increase is at the venues where each race is held. The speedways that host the NASCAR events provide a revenue source for fans to gather to watch their favorite driver and spend money on tickets, concessions, and souvenirs. Without fans attending the events each weekend, the sport could only survive for a short period of time and that is why it is critical to draw these individuals on a continual basis.

Since 1997, Texas Motor Speedway has been one of the primary venues to host NASCAR race weekends, and in 2005, it was awarded two NASCAR NEXTEL Cup weekends (Zizzo, 2006). The speedway's annual schedule comprises of two each of NASCAR Craftsman Truck, Busch, and NEXTEL Cup Series events as well as one Indy Racing League IndyCar Series event. The speedway has an estimated capacity of over 200,000 spectators and is the second largest sports facility in the United States (Zizzo, 2006). Each of the NASCAR NEXTEL Cup events is routinely the largest single-day sporting event in Texas and one of the largest in the United States (Zizzo, 2006). With a combined capacity of over 400,000 visitors over one NASCAR race weekend, Texas Motor Speedway has an enormous economic impact to the Dallas/Fort Worth area where it is

located (Zizzo, 2006). The impact is equal to that of hosting one National Football League Super Bowl game (Hall, 2007; Stahl, 2005), approximately \$90 million in tourism spending (Zizzo, 2006). The most critical aspect of this information is that Texas Motor Speedway, as well as other speedways, is responsible for promoting its own race weekends. Therefore, in order to attract over 400,000 spectators, the speedway utilizes a detailed advertising and promotional campaign that provides awareness about its NASCAR events in order to sell tickets. To accomplish this, the speedway attempts to differentiate itself from its main competitors who include other speedways that host NASCAR race weekends and other events who vie for the event attendees' dollars including sports such as the NFL, NBA, and NHL, various concerts, and an array of other events. The speedway utilizes assorted mediums in its advertising campaigns including television, print, radio, billboards, Internet, and any other available sources that can inform viewers about the speedway and its events. Texas Motor Speedway also utilizes various promotional concepts to attract the attention of individuals including giving away free tickets and trips, hosting its own weekly syndicated radio show, Total Access presented by Chevrolet, and television show, RaceWeek, as well as utilizing a showcar program which is a 48-foot trailer that carries a NASCAR NEXTEL Cup race car, Craftsman Truck, IRL IndyCar, or an interactive gaming unit that attracts people to the display when it is at public appearances. Texas Motor Speedway is willing to do anything it takes to ensure that the fans are informed about the speedway and its events because the speedway realizes that in order for the sport to continue to grow, it must attract fans.

CHAPTER 3

REVIEW OF LITERATURE

Sponsorship

According to Rodgers, Cameron, and Brill (2005), sponsorship is a marketing tool in which companies support events in order to enhance the perception or image of their own brand to a highly targeted audience. Sponsorship continues to grow and become an integral vehicle of funding for sporting events, artistic fundraisers, and social events (Speed & Thompson, 2000). In fact within a 12 year span, the sponsorship industry grew from a \$2 billion dollar market in 1984 to an estimated \$16.6 billion in 1996 (Meeaghan, 1998). The sports arena continues to be the leading industry to acquire sponsorship funding (Speed & Thompson, 2000).

Companies spend millions on sponsorship each year. One of the key benefits is that sponsorship allows a corporation to interact and create a rapport with a target audience indirectly by creating a link between the brand and the event or sport with which it is related (Crimmins & Horn, 1996; McDaniel, 1999). Sponsorship also allows investors to cut through the clutter that can be found in traditional advertising mediums (Roy & Cornwell, 2001). Sponsorship has become a key component for the daily activities of many sports and sports venues. The International Olympic Committee stated that it could not exist without corporate sponsors (Schy, 2006). Between 2001 and 2004, the International Olympic

Committee raised \$1.46 billion dollars to support its infrastructure for hosting the world renowned sporting events (Schy, 2006). NASCAR has also come to rely heavily on sponsors. Terry Labonte, two-time Cup champion, stated that “(I)t’s the only sport that’s completely sponsor driven” (Sowers, 2000). As discussed previously, sponsorship became engrained in NASCAR’s history in the early 1950s when racers would find even the smallest of local companies to financially support their racing endeavors (Menzer, 2001). However, the CBS network changed the sport of racing forever when it opened the eyes of a national audience by televising the 1979 Daytona 500 race live, coast-to-coast, from green to checkered flag (Dunnivant, 2001; Oldham, 1998; Stahl, 2005). This televised coverage allowed thousands of people to view a complete NASCAR race where in the past they had only seen interviews, replays of accidents, or an occasional tape-delay of a race (Dunnivant, 2001). Individuals and companies alike saw an opportunity to market their company by partnering with NASCAR teams and drivers through sponsorships to display brand logos and tag lines on the mobile billboards, otherwise known as race cars.

Today, sponsorship has evolved to be the central advertising and promotional element that has helped NASCAR become a successful sports entity and America’s fastest growing sport (Dunnivant, 2001; Levin, Joiner, & Cameron, 2001; Oldham, 1998; Silver & Bennett, 1995; Van Houten, 2005). Individuals who watch NASCAR races see numerous sponsors and logos in every space imaginable including on the inside and outside of the car, on tools and tool boxes, various car parts, and all of the apparel worn by the drivers and crew members; no place is too small or large to have a logo of a sponsor.

The sport of NASCAR has evolved and so too have its sponsorship investments. Companies dedicate millions of dollars annually to be associated with the sport and its star

athletes. This evolution began in the 1960s when Fred Lorenzen was able to secure \$6,000 to fund his NASCAR career of 29 races (NASCAR.com, 2006). By the late 1980s, another NASCAR driver, Junior Johnson sought \$3 million to assist in his 30 races for the year, but in 2000, UPS signed a contract for \$15 million per year to sponsor Dale Jarrett's NASCAR campaign (NASCAR.com, 2006).

According to Hall (2007), "Corporate sponsors make NASCAR's wheels go round" (p. 178). The most expensive sponsorship costs are correlated with being a primary or associate sponsor of a NASCAR team. A primary sponsor of a NASCAR NEXTEL Cup Series team can exceed \$20 million annually (Pruitt, Cornwell, & Clark, 2004). Primary sponsorship consists of being the exclusive company located on the prominent areas of the car such as the upper area of the hood, quarter panels, and trunk lid which displays the company's name, brand logo, or advertising message (NASCAR.com, 2006).

On the other hand, an associate sponsor who spends an estimated \$500,000 to \$1 million could be located in smaller areas such as the lower part of the hood and portions of the side panels (NASCAR.com, 2006). (See Appendix B.) Sponsorship of a NASCAR team is not limited to the car. As mentioned earlier, these sponsors are also displayed on crew attire and all other components of the race team and its tools.

Another significant means of sponsoring NASCAR is through event sponsorship. As previously mentioned, the NASCAR NEXTEL Cup Series hosts races 38 weekends each year (Menzer, 2001; Stahl, 2005) at 23 speedways across the United States from Fontana, California to Dover, Delaware (Hall, 2007). Additionally, the NASCAR Busch and Truck Series, which are considered the minor leagues compared to the NEXTEL Cup Series, race a similar schedule each weekend. When all three series plus the other lower level NASCAR

series are combined, NASCAR races a total of over 2,200 races a year at 135 tracks (MacGregor, 2005). Each of these events provides another avenue in which companies can be associated with the sport through event sponsorship at the speedways.

Companies invest in event sponsorship because it allows them to position their brand or product in front of a large audience that includes participants, customers, television viewers, and numerous other stakeholders (Kitchen & Pelsmacker, 2004). In 2005, the NASCAR NEXTEL Cup Series alone saw over 6.9 million fans go through its turnstiles (NASCARMedia, Overview, 2007). Additionally, NASCAR is the number one spectator sport with 17 of the top 20 attended sporting events in the United States and is televised weekly in more than 150 countries around the world in over 30 languages (NASCARMedia, Overview, 2007). NASCAR was also the number two rated regular season sport on television with a record viewership that could be seen on multiple networks such as FOX, SPEED and NBC in 2006 (NASCARMedia, Overview, 2007). (See Appendix C) As Joyce Julius and Associates reported in 2005, sponsors gained a record of more than \$6 billion in total on-screen exposure value (NASCARMedia, Overview, 2007). The on-screen exposure value is measured when the sponsor's name is mentioned, when the sponsor is visible, and other similar items that can be evaluated and is then transposed to a monetary value by calculating the cost of the advertising dollars that it would take to achieve this type of similar exposure (Speed & Thompson, 2000). As one might see, a sponsor of a NASCAR event can subject millions of individuals to its brand with just one event.

The sponsor of a NASCAR race has the exclusive right to associate itself with the event and is often included in advertising, promotions, newsletters, stationary and more (Kitchen & Pelsmacker, 2004). Companies choose to associate their name or brand with

NASCAR events because of the excitement and aura of the sport (Javalgi, Traylor, Gross, & Lampman, 1994). Sponsors also share in the credibility of the NASCAR brand which can directly influence brand loyalty and sales (Rodgers, Cameron, & Brill, 2005). It has been established that NASCAR fans are 71% more likely to always or frequently purchase products of a sponsor affiliated with NASCAR than a brand that is not (Madrigal, 2001; Van Houten, 2005).

According to Kevin Camper, Director of Sales and Marketing for Texas Motor Speedway (personal communication, February 12, 2007), the main reason that sponsors are involved with the venue and the sport of NASCAR is because of the brand awareness that is created through the partnership. Companies such as Samsung and Dickies, who sponsor NASCAR NEXTEL Cup races at Texas Motor Speedway, are aware that consumers are three times as likely to buy a product that is sponsored by a company affiliated with NASCAR than any other competitor (K. Camper, personal communication, February 12, 2007). Therefore, sponsors are willing to spend millions of dollars annually to be able to have the exclusive title and rights as sole sponsor. This exclusivity allows them to utilize the branding of NASCAR and Texas Motor Speedway in company promotions throughout the contract year and cross market utilizing the reputations of all parties involved. For example, Samsung recently launched a new cell phone and created a marketing campaign that involved racing at Texas Motor Speedway. Samsung relied on the sensation of racing and the fan loyalty associated with NASCAR to introduce its new product via the partnership that it created with Texas Motor Speedway.

In addition to cross promotional marketing, Texas Motor Speedway sponsors such as Samsung, O'Reilly, and *The Dallas Morning News* are directly involved with race weekend

activities. This includes, but is not limited to, on-site booths, signage, promotional prizes, public announcements, suites, hospitality, guest tours, tickets, and multiple other opportunities (K. Camper, personal communication, February 12, 2007). This type of interaction during the event allows attendees to develop a connection with the brand or product that provides a lasting impression and adds to their overall experience (Schoenadel, 2005). Sponsors can also be involved in pre-event promotions that the speedway may utilize to promote the race. This includes advertising through radio, television, print, billboards, and website as well as through press releases and other forms of public relations. All of these opportunities create a strong branding image between the speedway and its sponsors (Schoenadel, 2005).

Sponsors are vital to sports venues because of the financial investment that they provide and the brand awareness that is created through the partnership (Schoenadel, 2005). Texas Motor Speedway is unique compared to most major league sports venues, because it hosts three major race weekends each year unlike baseball, football, or others who host multiple events throughout the season. Race weekends consist of three or four days of racing events with each event having a unique title sponsor. Each of these event sponsors provides funding that allows the speedway to promote the race events. The funds also assist with the expense of hosting the race, trophies, drivers' winnings, and sanctioning fees (K. Camper, personal communication, February 12, 2007). Because of the title sponsor's commitment to the speedway through event sponsorship, Texas Motor Speedway implements the names of its sponsors in all aspects of its marketing plans for the race weekend.

Advertising

Unlike sponsorship, advertising differs by presenting a clearly defined message in a controlled medium through a planned schedule (Schoenadel, 2005). Advertising can also directly impact a consumer through multiple mediums, whereas sponsorship cannot (Crimmins & Horn, 1996; McDaniel, 1999). Texas Motor Speedway relies heavily on its advertising campaign to promote race events and sell tickets. Several advertising vehicles are employed to attract the attention of possible ticket buyers such as race fans, sports fans, and other event enthusiasts for the multiple races. The speedway elicits the help of advertising mediums such as radio, print, television, Internet and billboards advertisements. However for the purposes of this research, the ongoing focus will be print advertisements that the speedway employs to promote its race weekends.

When creating print advertisements, the speedway attempts to capture the attention of the reader and generate a positive behavioral intent from the consumer to purchase tickets. Elements of each print ad include a title or slogan, a picture of a race car or popular NASCAR driver, telephone number and website address to purchase tickets, logos of the events, and more. Event logos are included because each event has an exclusive title sponsor. Therefore, Texas Motor Speedway creates a concise logo that is comprised of the event/sponsor name, date, and the Texas Motor Speedway title. Each logo is unique in size, shape, design, and color, as long as it is not printed in black and white. Even though the logos are distinctive to the viewer, they cannot carry a wealth of information, so they are utilized in print advertisements as supportive elements, or advertising fragments, to assist in presenting the message of the sponsor to the audience (Cornwell, Weeks, & Roy, 2005).

As the Advertising/Event Manager for Texas Motor Speedway, the ultimate challenge occurs in designing an effective print ad for Texas Motor Speedway. Based on the speedway's advertising budget, print advertisements begin running in local, regional, and national publications approximately one month prior to the race. The sizes of the ads vary depending upon the cost. The size of the ad determines whether or not the major event logo, in this case the Samsung 500 logo or all event logos appear in the advertisement along with additional event related information.

As previously discussed, Texas Motor Speedway hosts a minimum of three major events each race weekend. Each of these events has a unique title sponsor who in turn has a distinctive logo. Texas Motor Speedway management encourages that all event logos be included as often as possible so that each event is promoted and each sponsor receives proper recognition. Furthermore, Texas Motor Speedway's logo must be included in each print advertisement to distinguish who the advertisement is for. The result is often an advertisement similar to the one located in Appendix D.

One might view this advertisement as having too much information and feel overwhelmed with the amount of sponsors. It has been posited by Cornwell, Weeks, and Roy (2005), that too many competing communications in one advertisement could be perceived by the viewer as clutter. Thus, clutter can have a negative impact on the viewer and result in not comprehending the message, which also directly impacts recognition and recall of the advertisement. On the other hand, it has been found that low levels of clutter are more advantageous because viewers comprehend the goal of the ad (Gardner & Shuman, 1987). To date, no research has been found that measures how consumers respond to a print advertisement with multiple event logos and sponsors. However in a study conducted by

Cornwell, et al. (2005), respondents were subjected to a field setting with two sponsors. A negative response was found toward recognition and recall of these sponsors due to clutter. Even though this research was a field study of two sponsors, it could be suggested that the same would be true for print advertisements.

Based on the preceding review of literature on sponsorship, advertising, and Texas Motor Speedway print advertisements with regard to recall and recognition of the advertisement's message the following research questions were formulated:

Research Question 1a: Will the viewers of the Texas Motor Speedway advertisements determine that the advertisements had too many logos?

Research Question 1b: Will the viewers conclude that the advertisement was cluttered?

Research Question 1c: Will the respondents be able to recall and recognize the advertisements' message?

Congruence

In an effort to explain how sponsorship functions, some researchers have compared it to celebrity advertising and the audience's perceptions of the match (or mismatch) of brand attributes with the endorser and how this affects the response of the consumer (Gwinner, 1997; Keller, 1993; McDaniel, 1999). Sponsorship is similar to celebrity endorsement because sponsorship indirectly persuades the consumer by its association with the image of a highly regarded sport or event (Cunningham & Taylor, 1995; Gwinner, 1997; Keller, 1993; McDaniel, 1999). Consumers associate celebrities by their activities such as movies,

athletics, and politics, while they also associate the meaning of sporting events by the type of sport, size, athletes, and sponsors (Gwinner & Eaton, 1999). The effect of these associations results in an image transfer from the celebrity to the endorsed product or from the sporting event and venue to the sponsor (Gwinner & Eaton, 1999).

Image transfer depends greatly on the perceived match between the sponsor and the event (Gwinner & Eaton, 1999; Roy & Cornwell, 2004). For example, if Nike were to sponsor the Olympics, individuals would likely perceive a match between the two because the Nike athletic gear can be worn by the athletes during competition. Consequently, a match between a sponsor and an event is referred to as congruence or incongruence for a mismatch (Cornwell, Weeks, & Roy, 2005; Rifon, Choi, Trimble, & Li, 2004). Similarly, advertising is also affected by the perceived congruence (or incongruence) between a sponsor and event that is contained within an ad (McDaniel, 1999). Research has found that if viewers determine that the relationship between the sponsor and event are congruent, the result is that consumers have a positive attitude toward the advertisement and higher brand recall and recognition (Gwinner & Eaton, 1999; Moore, Stammerjohan, & Coulter, 2005; Roy & Cornwell, 2004). On the contrary, it has been proposed that extremely incongruent sponsors would produce the highest level of recall and recognition because of the high amount of processing that is required to assess the relationship between the sponsor and the venue (Cornwell, et al., 2005).

Texas Motor Speedway presents a specific message in each print advertisement designed to entice the consumer to purchase a ticket to the next race event. The advertisements contain a wealth of information including each of the event logos. Because Texas Motor Speedway incorporates the event logos in all of their print advertisements, the

question is how will this affect the message that the speedway is trying to present, and will it cause a positive reaction toward the consumer's intent to purchase tickets? As a result, it is important to examine how individuals process the advertising communications and determine whether the relationship among the event sponsors and Texas Motor Speedway is congruent or not. For this, we will turn to an emerging field of research referred to as advertising schema (McDaniel, 1999; McDaniel & Heald, 2000).

“A schema is a hypothetical cognitive structure that guides perception, thought, and action based on prior knowledge of stimuli gained through experience, media exposure, etc.” (McDaniel, 1999). Therefore, advertising schemas relate to how individuals process information in new advertisements compared to their memory of prototypic ads (McDaniel, 1999). Individuals are continually adding to their memory each day when they view an advertisement whether they are watching television, reading a newspaper, surfing the Internet, or viewing a sign along the highway. These images along with their attributes and features are stored in schemas and become a prototype that individuals use to measure against new stimulus and determine such factors as congruity among the information presented in the ad (McDaniel & Heald, 2000). One of the most critical factors related to schemas is that they influence affective and behavioral actions toward the information contained in advertisements (McDaniel, 1999; McDaniel & Heald, 2000).

According to Gwinner and Eaton (1999), consumers evaluate the similarity or dissimilarity between sponsors and the event's that they support based on direct or indirect relevance of the brands. The direct method is referred as the ability to use the sponsor's products during the event, whereas indirect relevance can be found if some aspect of the sponsor's brand can be related to the event (Gwinner & Eaton, 1999). As an example,

Goodyear is the official tire sponsor of NASCAR. If a consumer views a print advertisement that shows a race car with Goodyear tires, the consumer may find that Goodyear has a direct relationship with NASCAR because it is necessary for a driver to have tires in order to participate in the event. This similarity leads to a congruent match between the sport of NASCAR and the sponsor, Goodyear. Similarly, Allstate is the official insurance provider of NASCAR. Viewers may find an indirect link between the insurance company and the sport because all drivers must be insured. This also results in a congruent link between the two companies. Regardless of the relevance, if the consumer finds a congruent link between the sponsor and venue, then a positive attitude is created, which leads to greater recall and recognition.

Texas Motor Speedway utilizes multiple logos in each of its print ads to promote the race events and sell tickets. In relation to our current study, we must evaluate whether or not the viewers of the ad find a direct or indirect link between the sponsors, Samsung, O'Reilly, and *The Dallas Morning News*, with the speedway. If the consumer finds a strong compatibility between them the congruence concept suggests the result will be a positive attitude toward the advertisement and its message. However if the individual did not find any relation between the two and thus views it as negatively correlated, he/she may not easily be able to recall and recognize the advertisement. Therefore, the advertisement has not been successful informing consumers and ultimately persuading them to purchase a ticket. On the other hand, some researches state that a negative correlation could actually benefit both the speedway and its sponsors (Cornwell, Weeks & Roy, 2005). A website congruity study conducted by Moore, Stammerjohan, and Coulter (2005), discovered that individuals who viewed the relation between a website and its advertiser to be incongruent

had a greater impact on attention. They also found that if the viewer perceived this relationship to be congruent, then the attitude was positive. As a result, if the speedway's sponsors are found to be incongruent, this could lead to increased attention by the viewer to understand the relationship between the two, which will lead to greater recall and recognition of the advertisement.

Based on the conflicting literature above regarding congruence and incongruence, several research questions have been posited to assist in further develop information related to the topic.

Research Question 2a: Will the viewers of the advertisements find the event sponsors including Samsung, O'Reilly, and *The Dallas Morning News* congruent with Texas Motor Speedway?

Research Question 2b: Will a higher level of congruence lead to a positive attitude toward the ad versus incongruence?

Research Question 2c: Will a higher level of congruence lead to a greater purchase intent than incongruence?

Little information has been found that evaluated sponsorship logo placement in an advertisement for a sports venue. Nor has a study been found that has evaluated the congruence effect of these logos along with recall and recognition along with intent to purchase tickets. This study will evaluate each of these factors and provide information that can be used to make future decisions and provide a basis for future research. However, there is one more subject that should be evaluated with regard to Texas Motor Speedway's

print advertisements. As previously discussed, the speedway includes all of the event logos and the speedway logo in each advertisement. However, the speedway does not consistently include a symbol or logo associated with the sports entity of NASCAR in the ads. The speedway relies on the image of the race cars and drivers as representation of the sport, but do not regularly utilize an actual logo for branding. The reason is due to space limitations. Nevertheless if a viewer is not a race fan or even familiar with the sport, it is possible that the observer may be unaware of the relevance of the advertisement and the events being promoted. It is also possible that if the NASCAR emblem were included in the advertisement that a viewer may be able to understand the message of the ad more quickly rather than trying to comprehend the information without it. Finally, the NASCAR logo also represents a symbol of congruity for the information provided in the advertisement. Because the event is a NASCAR event, the logo represents cohesion among the information presented and could lead to greater recall and recognition. Based on this information, the following research question has been suggested:

Research Question 3: Because NASCAR is the title of the racing league, will viewers find the advertisement with the NASCAR logo more recognizable than when it is not present?

CHAPTER 4

METHODOLOGY AND ANALYSIS

Pretests

The researcher compiled a pretest to determine the reliability and validity of the experimental design. The survey contained 12 statements with five point Likert endpoints used to measure subjects' responses to the target logos. Thirty four undergraduates from a Texas Christian University business class participated in the pretest. After respondents evaluated the survey (See Appendix F), it was determined that sufficient information could not be gained to adequately measure and analyze the information so that it could be applied to the study. The result was the creation of a second survey (See Appendix G), and narrowing of the manipulations from four to two advertisements. The decision to reduce the testing stimulus was due to the fact that only two advertisements contained pertinent information that was necessary for evaluation regarding the focus of the study. Therefore, a second pretest was required.

After reevaluation of the study, a second pre-test was conducted that included twelve students from the Schieffer School of Journalism at Texas Christian University. The goal of the pretest was to assess face validity and to examine the congruence of the target logos. Respondents were presented the Texas Motor Speedway logo and the corresponding event logos that were present in the advertisement. Respondents viewed the Speedway logo

paired with the Samsung 500, O'Reilly 300, *The Dallas Morning News* Qualifying Days, and NASCAR logos. Subjects were asked to determine how compatible each pairing was. Congruence was measured with a three item seven point semantic differential scales with the endpoints compatible/incompatible, good fit/ not a good fit, and congruent/not congruent (Rifon, Choi, Trimble, & Li, 2004). The congruence measured association between Texas Motor Speedway and the various logos. For Texas Motor Speedway and Samsung the Cronbach alpha measure was 0.945 and the mean was 3.39, while Texas Motor Speedway and O'Reilly resulted in a Cronbach alpha measurement of 0.930 and a mean of 5.81. For Texas Motor Speedway and *The Dallas Morning News* the Cronbach alpha measure was 0.971 with a mean score of 3.51, and the congruence between Texas Motor Speedway and NASCAR provided a Cronbach alpha score of 0.881 and the mean was 6.63. This showed a desired level of contrast.

Table 1. Cronbach Alpha Measures and Means for Preliminary Study

	Cronbach Alpha	Mean Score
Congruence Samsung	0.945	3.39
Congruence O'Reilly	0.930	5.81
Congruence DMN*	0.971	3.51
Congruence NASCAR	0.881	6.63

Each compared to Texas Motor Speedway

**The Dallas Morning News*

Main Study

Sample

The population of interest for the research included any individual who could view a print advertisement and complete a questionnaire. Based on the experimental design of the research, a probability convenience sample was used due to the limited cost and accessibility associated with obtaining feedback from these subjects. Overall, 81 undergraduate students from Texas Christian University participated in the study. The respondents varied in age from 18 to 30 while 74% of them were either 19 or 20. Additionally, 79% ($n= 64$) of the students who participated in the study were female. Of the total 81 respondents, 19 had attended a NASCAR race and five had purchased a ticket.

Similar to several previous studies, subjects were randomly assigned to view one of two experimental conditions (Friedman & Friedman, 1979; Kamins, 1990; Kamins & Gupta, 1994). Both of these conditions were a Texas Motor Speedway print advertisement that contained the following elements: creative design, the speedway's logo, event logos including Samsung 500, O'Reilly 300, IROC, and *The Dallas Morning News* Qualifying Days, contact information for purchasing tickets, pre-race information, and a possible NASCAR logo, which was included as a treatment in one advertisement to test for higher congruence.

Advertisements

Two full-page black and white advertisements were designed for the research study, which only differed by one logo. Both advertisements had the same layout spacing, copy, and typeface (Friedman & Friedman, 1979; Kamins, 1990; Kamins & Gupta, 1994;

McDaniel, 1999). The advertisement design that was chosen for the experiment was an ad that ran in various print mediums promoting the fall Dickies 500 race weekend which was held in November, 2006. This ad was chosen because it is an example of what the Speedway utilizes to promote its race events to sell tickets, and it contained all of the details that must be included in each print ad according to Speedway management. These items are as follows:

1. Creative artwork and title used to capture the viewers' attention.
2. Dates and details of the events including event logos.
3. Texas Motor Speedway's contact information including telephone and website information.
4. Pre-race information.
5. Ticketmaster information.

The advertisement was updated to include the event information for the April, 2007 race weekend. The researcher completed a smaller study for a graduate class that tested similar variables and methodology. This study found that if creative for advertisement was utilized from an event that had already transpired, participants were distracted by the past information. Many would comment on having watched the event, attended it, or ask why they were examining past information. Because this could possibly deter from collecting accurate information, the ads were restructured to include the forthcoming Samsung 500 race weekend event information. Larry Hill, Art Director for Texas Motor Speedway designed the ads.

The ads contained a picture of Dale Earnhardt Jr., a famous NASCAR driver, in his driver's suit that displayed the sponsors of his race team. He was also wearing sunglasses

and a Budweiser hat pointing at the viewer. The title of the ad, listed along the top of the page above Earnhardt Jr.'s head stated, "I Want You." The background behind Earnhardt Jr. was a picture of Texas Motor Speedway's grandstands and suites. In front of Earnhardt Jr.'s chest, were four NASCAR NEXTEL Cup cars with the sponsors of Budweiser, DuPont, GM Goodwrench, and Cingular on each of the hoods. Both ads also listed the phone number and website information for the speedway beneath the race cars, and the Texas Motor Speedway logo was displayed in the bottom right hand corner. The event logos including *The Dallas Morning News* Qualifying Days, IROC, and O'Reilly 300 as well as the pre-race information regarding the band Van Zant were listed along the left-hand column. The Samsung 500 event logo was listed in the top right-hand corner of the ad above Earnhardt Jr.'s shoulder, but directly below the title. Please see Appendix D for ad one. Finally, the differentiating factor between the two ads was the presence of the NASCAR logo located directly below the Samsung 500 logo in advertisement two. (See Appendix E).

Experimental Procedure

Similar to Kamins (1990) and Kamins and Gupta's (1994) studies, the experiment was hosted in a classroom setting with both experimental treatments administered at the same time. Prior to conducting the experiment, subjects completed a consent form which explained the procedures of the study and informed them that participation was voluntary (Appendix H). After collection of the completed consent forms, the researcher began the experiment by verbally explaining the procedure of the study. Respondents were told that they would be evaluating a proposed advertisement by a local company, Texas Motor Speedway, and that the study was being conducted by the Advertising/Event Manager for

the Speedway. Subjects were informed that they had a maximum of 15 seconds to view the advertisement and were encouraged to view the ad like any print ad they might see in a newspaper, magazine, or other publication. They were informed that once they had closed the manila folder containing the ad, they could not open it again to review the advertisement.

Each advertisement was placed in manila folder so the viewing of the stimuli could be timed and not seen again once time had expired (Dean, 1999). After viewing of the advertisements, individuals were instructed to proceed by completing the survey that they had received. (Appendix G) Upon completion, the questionnaires were collected and the participants were debriefed and thanked for their time and involvement.

Dependent Measures

Rodgers, Cameron and Brill (2005) utilized five dependent measures to evaluate placement of advertisements in e-newspapers as well as any affects on memory and attitude. The dependent measures from their study were utilized as a basis to evaluate recall and recognition of Texas Motor Speedway's message and sponsors. Other dependent measures included congruence/incongruence and purchase intention.

- *Memory for the sponsor.* Memory for the sponsor was evaluated with one unaided recall measure. Utilizing the same method employed by Levin, Joiner, and Cameron (2001) and Rodgers, Cameron, and Brill (2005), individuals were asked to list all of the sponsors that they remembered from the advertisement. Answers were coded according to what the respondents' listed as sponsors. If respondents listed any of following: Samsung, O'Reilly, *The Dallas Morning News*, or NASCAR the answer was coded as a 1 for yes or if they did not list any of these sponsors they were coded

a 2 for no. If respondents listed any other items as sponsors such as Budweiser, DuPont, Texas Motor Speedway, Penzoil or more, they were coded a 1 for yes and a 2 for no.

- *Memory for the content.* Memory for the content was measured with two unaided recall measures. Individuals were asked what the message of the advertisement was and who the advertisement was for. Similar to memory for the sponsor, answers were coded based on their response. For message of the advertisement if respondents listed to buy tickets, I (we) want you, go to or visit Texas Motor Speedway, and/or any others responses they were given a 1 for yes and a 2 for no. Similarly if subjects provided Texas Motor Speedway, NASCAR or other for who the advertisement was for, the answer was coded for 1 for yes and 2 for no.
- *Attitude toward the advertisement.* Similar to Kamins (1990) research, subjects were asked to describe their attitude toward the ad on a seven point semantic differential scale with six items taken from Aaker and Williams (1998) and Till and Busler (2000). The six scales were anchored by adjectives that included likeable/not at all likeable, good/bad, favorable/unfavorable, effective/ineffective, positive/negative, and high quality/low quality and were coded from 1 to 7. The Cronbach alpha statistic for these seven measures was 0.869 which provides evidence that the desired level of contrast was met for the scales.
- *Attitude toward the advertisement being cluttered.* This information was measured through two statements. With a seven point Likert scale, individuals selected how strongly they agreed or disagreed with the following two statements. The ad had too many logos, and the ad was cluttered.

- *Congruence related to Texas Motor Speedway and the event sponsors.* Similar to Rifon, Choi, Trimble, and Li's (2004) study regarding sponsorship and its effects, subjects were asked to indicate on a seven point semantic differential scale with three items whether they felt that each event sponsor including Samsung, O'Reilly, and *The Dallas Morning News* as well as NASCAR were or were not compatible/incompatible, a good fit/not a good fit, congruent/not congruent with Texas Motor Speedway. The Cronbach alpha statistics for each of these four sponsors can be found in Table 2. However, each of the Cronbach measures provides evidence that the desired level of contrast was met for the scales.
- *Recognition related to the NASCAR logo being present.* As previously described, subjects viewed two advertisements that were differentiated by the presences of the NASCAR logo. One direct statement was presented to evaluate whether or not respondents would or would not recognize that the NASCAR logo was or was not present. This statement was "the NASCAR logo helped me recognize what was being advertised." The answers were based on a seven point Likert scale which measured strongly agree or disagree. Respondents were also provided with the option of not applicable (n/a), which was provided for individuals who recognized that they did not have a NASCAR logo in their respective advertisement. The question was included to help determine whether or not the presence of the NASCAR logo would affect respondent's recognition of the ad.
- *Purchase Intention.* Subjects were asked to indicate how likely it would be that they would consider purchasing Texas Motor Speedway tickets if they were purchasing tickets to an event. A seven point semantic differential scale was used with three

items that included: likely/unlikely, definitely would/definitely would not, and probable/improbable. These scales were comparable to those presented by (Grau and Bower, 2007). The Cronbach alpha statistic for these seven measures was 0.817 which provides evidence that the desired level of contrast was met for the scales.

Results

Manipulation Checks

In the main study, subjects were asked to determine whether or not a relationship existed between Texas Motor Speedway and its sponsors which included Samsung, O'Reilly, and *The Dallas Morning News* as well as the sport's brand logo of NASCAR. Subjects were asked to indicate their answers on a seven point semantic differential scale anchored by compatible/not compatible, a good fit/not a good fit, and congruent/not congruent. Results revealed that the scales were reliable as listed in Table 2.

Table 2. Cronbach Alpha Measures and Means for Main Study

	Cronbach Alpha	Mean Score
Congruence Samsung	0.950	3.99
Congruence O'Reilly	0.974	5.97
Congruence DMN*	0.940	4.84
Congruence NASCAR	0.978	6.86

Each compared to Texas Motor Speedway

**The Dallas Morning News*

A manipulation check was also performed to measure attitude toward the ad stimuli. The attitude scale consisted of a seven point semantic differential scale that was anchored by the adjectives likeable/not at all likeable, good/bad, favorable/unfavorable, effective/ineffective, positive/negative, and high quality/low quality. Examination of the attitude toward the ad manipulations achieved the desired contrast for each of the categories according to the Cronbach alpha measure which was 0.869.

Similar to the above manipulation check performed to evaluate attitude toward the ad, a seven point semantic differential scale was also used to evaluate the stimuli for intent to purchase Texas Motor Speedway Tickets. The measures included likely/not likely, definitely would/definitely would not, and probable/not probable. The Cronbach alpha measure determined reliability of the scale to be sufficient at level of 0.817.

Main Findings

The design of the research required performance of the *t*-test. The *t*-test allowed the researcher to determine whether or not a relationship existed between the independent and dependent variables and whether this is significance between the means for the independent groups. As a result, both advertisements were entered as the independent variables in each of the tests.

Evaluation of the results presented from the *t*-test related to memory for the sponsors of the event can be found in Table 3.

Table 3. Memory of the Sponsors

Stimulus Object*	Ad Type	Mean	<i>t</i>	<i>df</i>	<i>p</i>
Samsung	Ad 1	1.87	0.190	79	0.850
	Ad 2	1.86			
O'Reilly	Ad 1	1.92	0.629	79	0.531
	Ad 2	1.88			
DMN**	Ad 1	1.87	-0.124	79	0.902
	Ad 2	1.88			
NASCAR	Ad 1	1.82	0.643	79	0.522
	Ad 2	1.76			
Other	Ad 1	1.51	-1.874	79	0.065
	Ad 2	1.71			

*Compared to Texas Motor Speedway

***The Dallas Morning News*

An independent *t*-test showed that respondents who listed answers other than Samsung, O'Reilly, *The Dallas Morning News*, and NASCAR as a sponsor provided information that the *p* value was in the direction predicted but was not statistically significant ($t = -1.874$; $df = 79$; $p = 0.065$). However, respondents of ad 2 (mean = 1.71) recalled others as sponsors more than the respondents of ad 1 (mean = 1.51). After review of the surveys, a majority of the items that fell into the other category included I don't know/remember, a question mark suggesting that respondents could not recall the information, IROC, which is an event, Texas Motor Speedway or respondents did not provide any answer at all. On the other hand, the coded categories which included

Samsung, O'Reilly, *The Dallas Morning News*, and NASCAR did not provide a significant difference between the means for the advertisements. Based on the results of the *t*-test and the answers provided by the other category, it could be concluded that recall of the sponsors was significantly lacking.

Two unaided recall measures were utilized to gauge memory for the content. The first question directly asked respondents what was the message of the advertisement. Answers were coded according to the following responses: buying tickets, I/we want you, go to or visit Texas Motor Speedway, and any alternate responses were included in the other category. The results from the *t*-test are listed below.

Table 4. Memory of the Content- "What was the message of the advertisement?"

Stimulus Object*	Ad Type	Mean	<i>t</i>	<i>df</i>	<i>p</i>
Buy Tickets	Ad 1	1.92	1.777	79	0.080
	Ad 2	1.79			
I/We want you	Ad 1	1.54	-0.510	79	0.612
	Ad 2	1.60			
Go/Visit TMS*	Ad 1	1.41	-1.672	79	0.098
	Ad 2	1.60			
Other	Ad 1	1.82	0.889	79	0.377
	Ad 2	1.74			

*Texas Motor Speedway

The independent *t*-tests provide evidence that there is not a significant difference between the means, but two of the four responses are in the direction predicted. These

responses include buying tickets ($t = 1.777$; $df = 79$; $p = 0.080$) and going to or visiting Texas Motor Speedway ($t = -1.672$; $df = 79$; $p = 0.098$). Based on the respondents' answers, it can be concluded that Texas Motor Speedway has been somewhat successful in presenting their message to purchase tickets. On the other hand, subjects also provided evidence that the message was to go to or visit the speedway which could be related to purchasing tickets.

A second unaided recall measure was utilized to measure memory for the content. This question asked respondents to list who the advertisement was for. The answers were coded according to whether Texas Motor Speedway, NASCAR, or others were listed. The t -test provided information that there was no significant evidence found to support any of these answers, Texas Motor Speedway ($t = 0.114$; $df = 79$; $p = 0.910$), NASCAR ($t = 751$; $df = 79$; $p = 0.455$), and other ($t = 0.524$; $df = 79$; $p = 0.602$).

Other dependent measures were evaluated based on the t -test. Respondents were asked to provide feedback about their attitude toward the advertisements. Attitude toward the ads were measured on seven point semantic differential scales with six items including likeable/not at all likeable, good/bad, favorable/unfavorable, effective/ineffective, positive/negative, high quality/low quality. The respondents did not find evidence as to whether there was a significant difference in their attitude toward the advertisements. Please see Appendix I for a detailed table of the information.

Similarly, the t -test results for the measurement of whether the subjects agreed or disagreed that the advertisements had too many logos failed to provide evidence that there was a difference between the means ($t = -0.837$; $df = 79$; $p = 0.405$). The evidence also did not support that there was a difference between the means of respondents who felt that the ads were cluttered or not ($t = 0.000$; $df = 79$; $p = 1.000$).

Subjects were asked to determine whether the sponsors of Texas Motor Speedway's events were congruent or incongruent with the facility. On a seven point semantic differential scale with three items, respondents selected how compatible/not compatible, a good fit/not a good fit, and congruent/not congruent Samsung, O'Reilly, and *The Dallas Morning News* were with Texas Motor Speedway. Moreover, respondents also utilized the same scale to determine how congruent NASCAR was with the speedway. Each of these factors was evaluated using an independent *t*-test to calculate the responses. Each of these partners failed to provide evidence that there was a relationship between Samsung, O'Reilly, *The Dallas Morning News*, and NASCAR with Texas Motor Speedway.

The differentiating factor between the two advertisements was the presence of the NASCAR logo. The goal for the inclusion of the logo was to determine whether or not respondents would recognize this logo and assist with recognition of what was being advertised. Respondents were asked to determine how strongly they agreed or disagreed with the following statement on a seven point Likert scale that also include not applicable (n/a). The *t*-test suggested that there was no significant difference between the means to support whether or not the presence of the NASCAR logo in the advertisements was helpful ($t = -0.461$; $df = 79$; $p = 0.646$).

The main goal Texas Motor Speedway's advertisements are to encourage viewers to purchase tickets. Subjects were asked to determine on a seven point semantic differential scale with three items whether they would or would not purchase tickets to Texas Motor Speedway. The *t*-test results indicated that there was no significant difference between the means of likely/unlikely ($t = -1.154$; $df = 77$; $p = 0.252$), definitely would/definitely would

not ($t = -0.548$; $df = 74$; $p = 0.585$), and probable/improbable ($t = -1.595$; $df = 76$; $p = 0.115$) to suggest whether or not respondents would or would not purchase tickets.

CHAPTER 5

DISCUSSION AND FUTURE RESEARCH

Discussion

The researcher posited several research questions that had not been studied thus far on any level in regard to the event or venue perspective of sponsorship and advertising. The goal was to obtain information that could be utilized as a foundation for future research. The results provided details that the subjects did not find the advertisements to have too many logos or that the ads were cluttered (RQ1a and RQ1b). However, the respondents were moderately successful in recalling and recognizing that the message of the advertisements which was to buy tickets and either go to or visit Texas Motor Speedway. This information differs significantly from Cornwell, Weeks, and Roy's (2005) findings which they stated that too many competing communications in one advertisement could be perceived by the respondents as clutter. On the other hand, the subjects were not able to successfully recall that the ads were for the speedway, which Cornwell, et al. (2005) stated were a direct result of clutter. Gardner and Shuman (1987) found that low levels of clutter were more advantageous because viewers could understand the goal of the advertisement. When evaluating this information, it is possible that the items utilized to measure the respondent's opinions (strongly disagree/strongly agree) about clutter may need to be reevaluated in the future.

The researcher was able to determine that there was not a significant difference between the means for recall and recognition of the ads' message (RQ1c). However, the independent *t*-tests did reveal that the means for buying tickets and going or visiting Texas Motor Speedway were in the direction predicted. Since clutter was determined to not be a factor and regardless of the amount of information and sponsors presented in the ad, respondents were able to determine on, a minimal basis, the message of the advertisements.

Additionally, the researcher was able to distinguish that there was no significant difference between means as to whether viewers of the advertisements found a congruent or incongruent relationship with Texas Motor Speedway and its sponsors Samsung, O'Reilly, *The Dallas Morning News*, and the entity of NASCAR (RQ2a). This information provides substance to the inferences put forward by several studies (Gwinner & Eaton, 1999; Moore, Stammerjohan, & Coulter, 2005; Roy & Cornwell, 2004) that if the respondents do not find a relationship between the event and the sponsor to be congruent or incongruent, then they will have a positive or negative attitude toward the ad and a higher recall and recognition. This study found no evidence of congruence/incongruence and also did not find correlation of attitude toward the ads or recall (RQ2b) and recognition of the ads' message. In turn, there was no evidence to support that a higher level of congruence/incongruence would lead to a greater purchase intention (RQ2c).

It was suggested by the researcher that the presence of the NASCAR logo presented in Appendix E might lead to a higher recognition and greater recall of the ad's message than if it were not present, which is represented in Appendix D. It was suggested that this logo might also assist with a higher level of congruity between Texas Motor Speedway and the information found in each advertisement. However, subjects did not find that the presence

or lack of the NASCAR logo was a significant factor in recognizing the ads' message (RQ3). Therefore, it could be said that the artwork presented in the advertisement which included the race cars and Dale Earnhardt, Jr. in his driver's suit is enough visual evidence that the ad is for the sport of NASCAR and that a NASCAR logo is not necessary.

Even though little evidence was found to provide an indication that the manipulations were successful, much information was obtained. The researcher utilized a convenience sample of undergraduate students from a private college. A total of 81 respondents completed the study of which 79% ($n = 64$) were female with an average age of 20. NASCAR has determined that 34% of its fans are 18-34, while 54% are 18-44 (NASCARMedia, Overview, 2007). Additionally, 40% of the NASCAR fan base is female (NASCARMedia, Overview, 2007). From this, it can be determined that NASCAR fans skew higher in the 18-44 age brackets. Thus, the convenience sample of respondents was at the lower end of the demographic. The resulting factor may lead one to believe that the subjects were not familiar with the sport or the sponsors. This evidence is supported by the response of the subjects who were asked to indicate on a seven point Likert scale whether they were very familiar/unfamiliar with Texas Motor Speedway and NASCAR. The *t*-tests provided information that showed there was a difference between the means that the respondents were familiar with Texas Motor Speedway ($t = -1.154$; $df = 79$; $p = 0.001$) and NASCAR ($t = -2.261$; $df = 79$; $p = 0.027$).

It is critical to recognize that the respondents were able to recall and recognize that the message of the advertisement was to purchase tickets and/or go to or visit the speedway. Even though the sample has been determined not to be ideal for the study, the importance

for the speedway is to realize that their message was acknowledged and understood by the population of interest.

Future Research

Congruence has been a topic that has received much scholarly attention, but none has been related to evaluating the level of congruence/incongruence with a sports venue. As previously mentioned, respondents were not able to determine a significant difference between the sponsors as well as NASCAR and Texas Motor Speedway even though manipulation checks of the semantic differential scales were determined to be reliable. It could be concluded that the respondents were not familiar with the sponsors. In fact, several respondents physically wrote beside the question that they were unaware of who O'Reilly was, but proceeded to answer the question. This confounding variable should be something that is taken into account for future research.

Additionally, 79% of the respondents were female, and 74% were 19 or 20 years of age. Even though both groups are part of Texas Motor Speedway and NASCAR's target demographics, future research should include a more diverse population. This sample could include sports clubs, church groups, purchasing a list of potential participants, or by utilizing a customer list provided by a sponsor such as O'Reilly or *The Dallas Morning News*.

Another suggestion for future research would be to allow the participants to evaluate the advertisement(s) for a longer amount of time. Fifteen seconds was a short period of time due to the amount of information provided in the advertisements. Narrowing the research to solely focus on one of aspects provided within the research questions would also allow the

researcher to delve deeper into the meanings and caveats of the subjects that were included in this study such as recall and recognition, congruence/incongruence, and behavioral intent.

This study provided a stepping stone for scholars into the sport of NASCAR. Little scholarly research has been conducted on the fastest growing sport in America (Dunnivant, 2001; Levin, Joiner, & Cameron, 2001; Oldham, 1998; Silver & Bennett, 1995; Van Houten, 2005). However, it provides a vast array of information that can be studied and applied to many schools of information including, but not limited to, sponsorship, advertising, behavioral intent, consumer behavior, psychology, sociology, and much more. Additionally, no research has been found that evaluates sponsorship and advertising from a sports venue perspective. These venues exist across continents and provide a home for numerous teams and athletes that provide entertainment for fans. These venues and facilities provide an opportunity that has been lacking in scholarly research, but should be investigated so that more information can be obtained about what they provide to the sports industry and the business environment in general.

Finally, the research also provides information for the business professionals within the NASCAR, sports, advertising, and sponsorship industries. Individuals can now assess the information presented and analyze how this affects their own profession. Additionally, it is often difficult to find time to evaluate and research advertisements that are placed market to promote specific events. This study provides a point for professionals to evaluate the strengths and weaknesses and build upon them for their own studies.

APPENDIX A

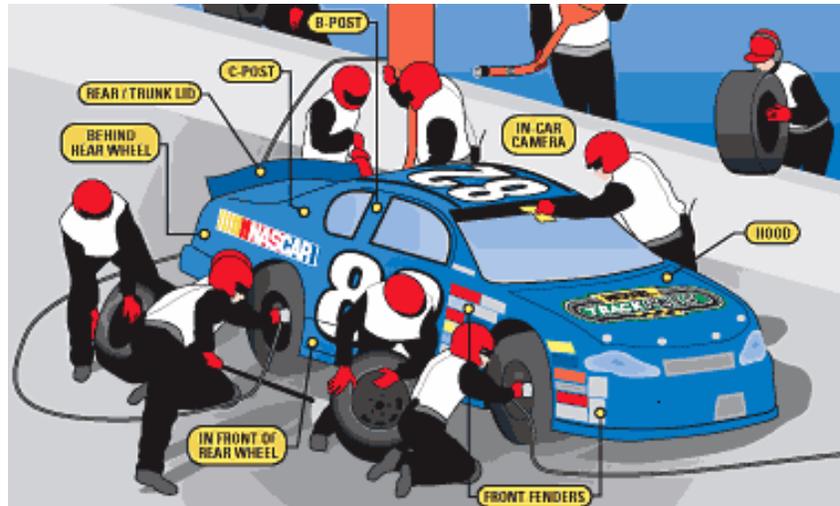
List of Fortune 500 Companies in NASCAR

Rank	Company	Rank	Company	Rank	Company	Rank	Company
1	ExxonMobil	54	Motorola	140	Kimberly Clark	296	Gannett
2	Wal-mart	55	Caterpillar	143	ConAgra Foods	305	Fortune Brands
3	General Motors	58	Allstate	146	Anheuser-Busch	309	Harrah's Entertainment
4	Chevron	59	Sprint Nextel	151	Aflac	311	Sherwin-Williams
5	Ford Motor Co.	61	PepsiCo	154	Office Depot	330	Black & Decker
7	General Electric	63	Walt Disney	155	Eastman Kodak	332	Newell Rubbermaid
8	Citigroup	66	Sunoco	167	Texas Instruments	333	VF
11	Hewlett-Packard	70	FedEx	168	DircTV Group	345	Federal-Mogul
12	Bank of America	71	Honeywell International	170	Waste Management	360	Starwood Hotels
13	Berkshire Hathaway	73	DuPont	206	General Mills	363	Brunswick
14	Home Depot	74	New York Life	210	Eaton	367	AMD
20	Altria Group	76	Best Buy	217	SunTrust Banks	369	Family Dollar Stores
21	Kroger	77	Delphi	226	Circuit City Stores	373	Molson Coors
22	State Farm Insurance	86	News Corp.	231	Winn-Dixie Stores	378	AutoZone
23	Marathon Oil	89	Coca-Cola	232	PPG Industries	411	Carmax
24	Procter & Gamble	90	Weyerhaeuser	233	Kellogg	413	Charter Communications
25	Dell	96	Deere	234	Dana	415	Lexmark International
29	Target	98	Nationwide	239	Ashland	416	Mattel
32	Johnson & Johnson	99	Washington Mutual	241	Viacom	417	Timken
33	Sears Holdings	100	General Dynamics	249	EMC	420	USG
39	AT&T	101	3M	251	Alltel	423	RadioShack
40	Time Warner	109	McDonald's	261	Principal Financial	427	Rockwell Automation
42	Lowe's	112	Goodyear	262	H.J. Heinz	435	Maytag
44	UPS	114	Cendant	263	YRC Worldwide	442	Hershey
45	Walgreen	119	Wyeth	268	Dollar General	460	Clorox
46	Wells Fargo	128	Visteon	273	EchoStar Communications	482	Wm. Wrigley Jr.
48	Microsoft	129	Rite-Aid	291	ITT Industries	484	Levi Strauss
50	Safeway	135	Delta Airlines	292	BB&T		

*NASCARMedia.com, 2007, Fortune 500 Companies in NASCAR

APPENDIX B

NASCAR Sponsorship Display Areas

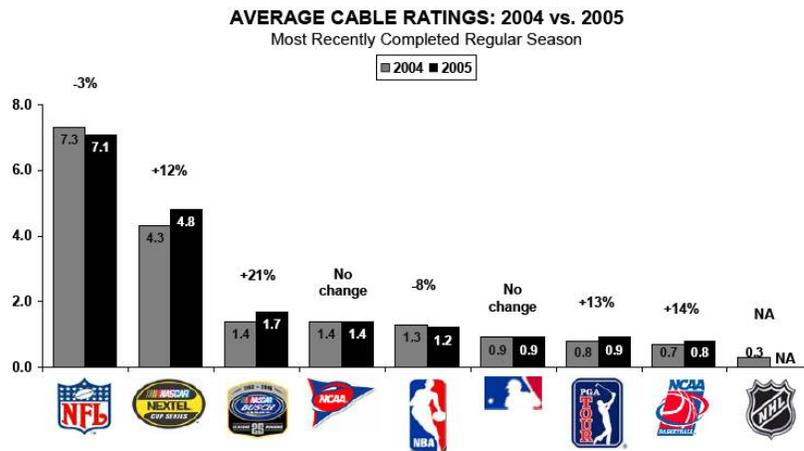
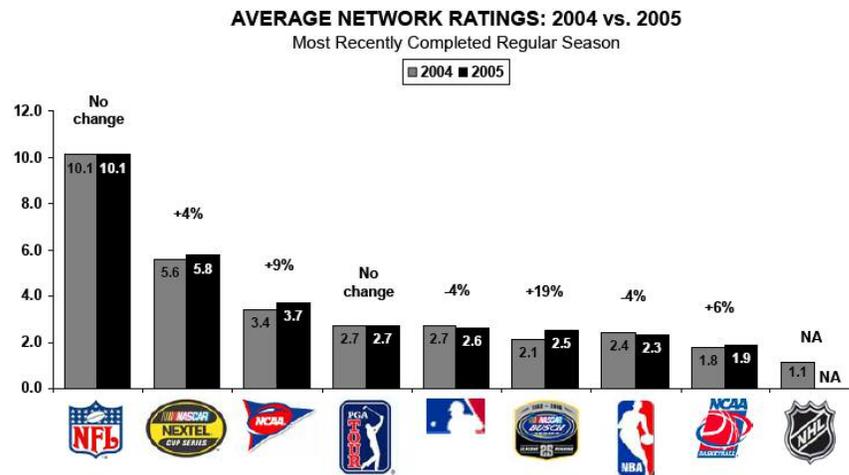


*NASCAR.com, 2006

Diagram of areas where sponsor logos and branding can be located.

APPENDIX C

Ratings Trends Among Sports: 2004 vs. 2005



Results reflect the following completed regular seasons: NFL (2004,2005), NNCS (2004,2005), NCAA Football (2004,2005), PGA (2004,2005), MLB (2004,2005), NBS (2004,2005), NBA (2003-2004,2004-2005), NCAA Basketball (2003-2004,2004-2005), and NHL (2003-2004).

*NASCAR.com, 2007, Ratings Trends Among Sports: 2004 vs. 2005

APPENDIX D

I WANT YOU!

SUNDAY, APRIL 15
 NASCAR NEXTEL Cup Series
 Green Flag - 1:30 p.m.

THURSDAY, APRIL 12
 & **FRIDAY, APRIL 13**

FRIDAY, APRIL 13
 INTERNATIONAL RACE OF CHAMPIONS
 Green Flag - 8 p.m.

SATURDAY, APRIL 14
 NASCAR Busch Series
 Green Flag - 1 p.m.

The **SAMSUNG 500 Pre-Race**
 Show Starts at 11 a.m. and
 is headlined by **Van Zant**,
 Southern Rock's Royal Family!

Week of event ticket price additional \$5.

Front stretch seats still available!

Gates open at Noon on Thursday & at 9 a.m. Friday-Sunday.

817-215-8500
 FOR THE BEST SEATS OR VISIT
TEXASMOTORSPEEDWAY.COM

TEXAS
 MOTOR SPEEDWAY®

The Great American Speedway!

ticketmaster member of the Ticketmaster Group
 ticketmaster.com • 214.373.8000 • 972.647.5700

APPENDIX E

I WANT YOU!

SUNDAY, APRIL 15
 NASCAR NEXTEL Cup Series
 Green Flag - 1:30 p.m.

THURSDAY, APRIL 12
 & **FRIDAY, APRIL 13**

FRIDAY, APRIL 13
 INTERNATIONAL RACE OF CHAMPIONS
 Green Flag - 8 p.m.

SATURDAY, APRIL 14
 NASCAR Busch Series
 Green Flag - 1 p.m.

ticketmaster Member of the Ticketmaster Group
 ticketmaster.com • 214.773.8000 • 972.647.5700

Front stretch seats still available!

Gates open at Noon on Thursday & at 9 a.m. Friday-Sunday.

817.215.8500
 FOR THE BEST SEATS OR VISIT
TEXASMOTORSPEEDWAY.COM

The **SAMSUNG 500 Pre-Race Show** Starts at 11 a.m. and is headlined by **Van Zant**, Southern Rock's Royal Family!

Week of event ticket price additional \$5.

APPENDIX F

Dear Survey Participant,

Texas Motor Speedway utilizes various newspaper advertisements throughout the year. This questionnaire will be used to evaluate your feedback on one of these ads. I recognize that your time is valuable, and the questions should only take about five or ten minutes to complete. *This questionnaire is voluntary, and will be kept confidential.* Your participation is your informed consent. You may refuse to answer any of the questions at your discretion. Thank you in advance for your participation.

Please indicate your level of agreement with the following statements, with a 1 meaning “strongly disagree” and a 5 meaning “strongly agree.” Please circle only one answer per statement.

1.	I consider myself a NASCAR fan.	1	2	3	4	5
2.	I consider myself knowledgeable about the sport of NASCAR.	1	2	3	4	5
3.	I recognize that the advertisement that I saw was for Texas Motor Speedway.	1	2	3	4	5
4.	I remember the title of the events in the advertisement.	1	2	3	4	5
5.	I remember the sponsors in the advertisement.	1	2	3	4	5
6.	The sponsors/logos are easy to remember because there is a positive link with Texas Motor Speedway.	1	2	3	4	5
7.	I recognize that the goal of the advertisement that I viewed was to persuade me to purchase tickets to the race event(s) at Texas Motor Speedway.	1	2	3	4	5
8.	The NASCAR logo present in the ad helped me recognize what was being advertised.	1	2	3	4	5
9.	I feel that the advertisement I saw had too many logos.	1	2	3	4	5
10.	The advertisement I viewed was cluttered.	1	2	3	4	5
11.	I know what the advertisement’s message was.	1	2	3	4	5
12.	This could positively affect my intent to purchase a ticket to a race at Texas Motor Speedway.	1	2	3	4	5

Please complete the following questions.

13.	Please indicate your gender:	Male	Female
14.	Please indicate your age:	_____	
15.	Have you ever purchased a ticket to a NASCAR race?	Yes	No
16.	Have you ever attended a NASCAR race?	Yes	No

APPENDIX G

Dear Survey Participant,

This questionnaire will be used to evaluate your feedback from the advertisement that you viewed. I recognize that your time is valuable, and the questions should only take about five or ten minutes to complete. **This questionnaire is voluntary, and will be kept confidential.** Your participation is your informed consent. You may refuse to answer any of the questions at your discretion. Thank you in advance for your participation.

Part 1:

1. Please list the sponsors in the advertisement.

2. What was the message of the advertisement?

3. Who was the advertisement for?

Please turn to the next page and complete the questions. **Once you turn this page, please do not return.**

Part 2:

Please indicate your level of agreement with the following statements.

4. What are your evaluations of the advertisement?								
a. Not at all likeable	1	2	3	4	5	6	7	Likeable
b. Bad	1	2	3	4	5	6	7	Good
c. Unfavorable	1	2	3	4	5	6	7	Favorable
d. Ineffective	1	2	3	4	5	6	7	Effective
e. Negative	1	2	3	4	5	6	7	Positive
f. Low quality	1	2	3	4	5	6	7	High quality

Based on the information in the ad:	Strongly Disagree				Strongly Agree			
5. The ad had too many logos.	1	2	3	4	5	6	7	
6. The ad was cluttered.	1	2	3	4	5	6	7	

Prior to this survey, to what extent were you familiar with:

	Very Unfamiliar				Very Familiar		
7. Texas Motor Speedway	1	2	3	4	5	6	7
8. NASCAR	1	2	3	4	5	6	7

9. If you were purchasing tickets to an event, how likely is it that you would consider purchasing Texas Motor Speedway tickets?								
a. Unlikely	1	2	3	4	5	6	7	Likely
b. Definitely would not	1	2	3	4	5	6	7	Definitely would
c. Improbable	1	2	3	4	5	6	7	Probable

10. The relationship between Texas Motor Speedway and Samsung is:

a. Not compatible	1	2	3	4	5	6	7	Compatible
b. Not a good fit	1	2	3	4	5	6	7	A good fit
c. Not Congruent	1	2	3	4	5	6	7	Congruent

11. The relationship between Texas Motor Speedway and O'Reilly is:

a. Not compatible	1	2	3	4	5	6	7	Compatible
b. Not a good fit	1	2	3	4	5	6	7	A good fit
c. Not Congruent	1	2	3	4	5	6	7	Congruent

12. The relationship between Texas Motor Speedway and *The Dallas Morning News* is:

a. Not compatible	1	2	3	4	5	6	7	Compatible
b. Not a good fit	1	2	3	4	5	6	7	A good fit
c. Not Congruent	1	2	3	4	5	6	7	Congruent

13. The relationship between Texas Motor Speedway and NASCAR is:

a. Not compatible	1	2	3	4	5	6	7	Compatible
b. Not a good fit	1	2	3	4	5	6	7	A good fit
c. Not Congruent	1	2	3	4	5	6	7	Congruent

Based on the information in the ad:	Strongly Disagree				Strongly Agree			
14. I am a NASCAR fan.	1	2	3	4	5	6	7	
15. I am knowledgeable about NASCAR.	1	2	3	4	5	6	7	

Based on the information in the ad:	Strongly Disagree				Strongly Agree			
16. The NASCAR logo helped me recognize what was being advertised.	1	2	3	4	5	6	7	n/a

17. Please indicate your age _____

18. Please indicate your gender:

Male

Female

19. Have you ever attended a NASCAR race?

Yes

No

20. Have you ever purchased a ticket to a NASCAR race?

Yes

No

APPENDIX H

Texas Christian University Consent Form *Advertising Campaign Study*

You are being asked to participate in a research study conducted for Texas Motor Speedway. The study involves viewing and evaluating an advertisement. The research is being conducted by Ellen Stallcup, Advertising/Event Manager for Texas Motor Speedway.

What is this study about?

This study is about your reactions to an advertisement.

Why have I been asked to participate in the study?

You have been identified as an individual who will be helpful by providing reactions to a print advertisement.

How many people besides me will be in this study?

Over 200 students at the university will participate in the study.

What will I be asked to do in this study?

You will be asked to view a print advertisement like you would a normal ad in a newspaper, magazine, or other print medium for a maximum of 15 seconds. Once you have viewed the ad, you will be asked to complete a survey.

Will being in this study cost me anything?

The study does not cost you anything except your time for viewing the ad and completing the survey.

How will my confidentiality (privacy) be protected? What will happen to the survey I complete?

All answers are strictly confidential. Your answers will be combined with other participants of the study to produce conclusions and generalizations and there will be no way to connect your answers with your survey. Information will be stored on a password protected computer and only the researcher will have access to this information. Questionnaires will be stored in the researcher's home.

What are my rights as a participant?

Your input is strictly voluntary, and you can opt to not take part in the study at any time. Once you begin the study, you may stop at any time if you so choose.

Who do I call if I have questions or problems?

If you have any questions or concerns, please ask now. If you have questions about your rights as a person taking part in a research study, you may contact any of the following:

- Dr. Doug Newsom, Professor of Journalism, d.newsom@tcu.edu or (817) 257-6552
- Dr. Julie O'Neil, Assistant Professor of Journalism, j.oneil@tcu.edu or (817) 257-6966
- Jan Fox, Office of Research and Sponsored Projects, j.fox@tcu.edu or 817-257-7516.

Your signature below indicates that you have read this consent form, the study has been explained to you, you understand what you will be asked to do, and you freely agree to take part in the study.

Signature of Research Participant

Date

Printed Name of Research Participant

APPENDIX I

Attitude Toward the Advertisements

Scale Item	Ad Type	Mean	<i>t</i>	<i>df</i>	<i>p</i>
Not at all Likeable/likeable	Ad 1	4.13	-0.230	79	0.818
	Ad 2	4.19			
Bad/Good	Ad 1	4.13	-0.221	79	0.826
	Ad 2	4.19			
Unfavorable/ favorable	Ad 1	4.05	-0.072	79	0.943
	Ad 2	4.07			
Ineffective/ Effective	Ad 1	3.64	-0.402	79	0.689
	Ad 2	3.76			
Negative/ Positive	Ad 1	4.54	-1.772	79	0.080
	Ad 2	5.07			
Low Quality/ High Quality	Ad 1	3.90	-1.223	79	0.221
	Ad 2	4.31			

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Personal Background

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ABSTRACT

This study delves into America's fastest growing sport, NASCAR and looks beyond the entity itself to one of its most illustrious facilities, Texas Motor Speedway. The speedway relies heavily on its sponsorships to help subsidize the cost of hosting a NASCAR race weekend which is considered to be the equivalent of hosting a NFL Super Bowl.

In order to attract the thousands of ticket buyers to each event, Texas Motor Speedway relies on advertising to promote the events and its sponsors. Each event reflects the exclusive sponsor of the NASCAR event and thus is utilized in print advertising.

This research explores the ramifications of incorporating multiple sponsors into one print advertisement and evaluates the impact on recall and recognition of the ads' message, congruence/incongruence of the sponsors and Texas Motor Speedway as well as whether this leads to a behavioral intent to purchase tickets.