



DAYTONA INTERNATIONAL SPEEDWAY

FEBRUARY 22-24, 2013



Promotion of “Watermelon Awareness” is the main goal for the weekend at Daytona with Ross Chastain and the #19 Watermelon.org truck

NATIONAL BRAND EXPOSURE



MASSIVE FAN AWARENESS

Sponsorship on the #19 NASCAR Camping World Truck Series Ford,
Brad Kesowski Racing driven by ROSS CHASTAIN



Watermelon Queens with Ross Chastain
and NASACAR Sirius radio personalities
“Race Time Joe”



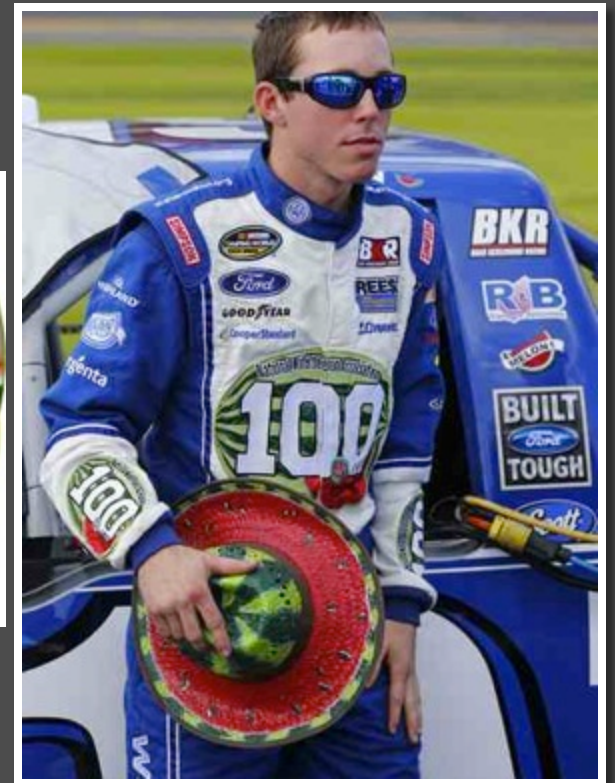
Florida Radio WBOB live
interviews



Watermelon Queens with Ross Chastain during qualifying for the NASCAR CAMPING WORLD TRUCK SERIES Next-Era Resources 250 Race



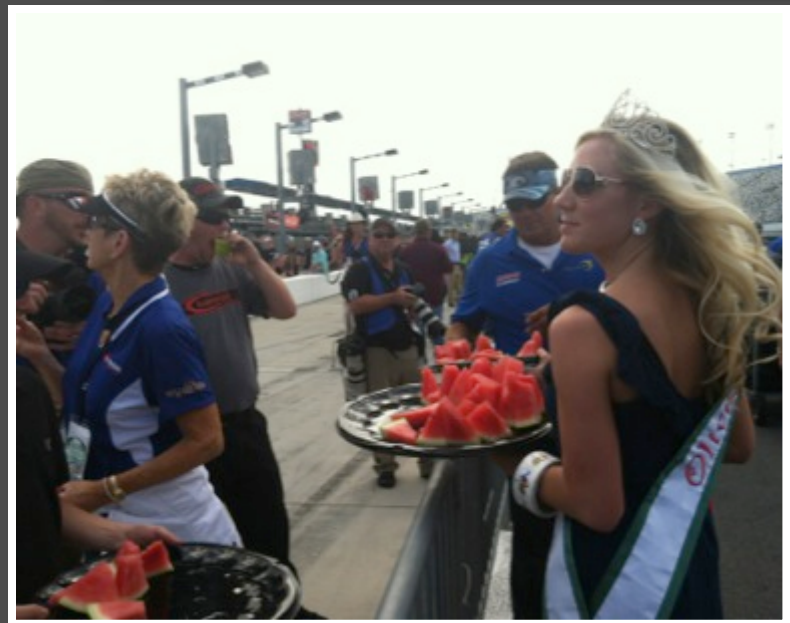
NASCAR garage activities and LIVE SPEED TV broadcasting .



NASCAR Driver Ross Chastain getting ready for qualifying as the National Watermelon Association kicks off their 100th Anniversary at the same time!



LIVE SPEED/FOX TV BROADCASTING



At Track promotions



NASCAR Autograph Session



NASCAR Autograph Session & Fox Sports Girls interview with Ross Chastain at the Daytona International Speedway VIP Club



NASCAR fans enjoying
Watermelon





Ross always supporting
Watermelon awareness





Brad Keselowski Racing team and
Ross.... Who is All About
Watermelon!



Great Pre-Race shot with Ross and Ralph Chastain



Qualifying Interview



A melon for his melon!



Preparation around the track





A little on track action



Daytona Media Report National Watermelon Association, Watermelon Promotion Board, Watermelon.org and Ross Chastain

TV- COVERAGE



SPEED – practice - on air mentions and discussions broadcast 1st Practice

SPEED- Practice 2 broadcast discussions, photos, live feed

SPEED- Qualifying broadcast discussions in detail with Watermelon Association and Watermelon Truck, Ross and his career path, live feed

SPEED Qualifying LIVE Interview- All About Watermelon involvement and back for 2013

SPEED- Live interview Pre-Race with Ray Dunlap – All About Watermelon Association, National Watermelon Promotion Board

FOX/ SPEED Pre-Race- Several Mentions and photo & film crews broadcasting during broadcast

SPEED- Live Feed and Mentions during Race

SPEED/FOX Reporter- In Pit's during Race

*** NBC/ABC Affiliates coverage for Festival of Lights Parade w/
Interviews*

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BROADCAST MEDIA

- SIRIUS Radio – Claire B Lang- Week leading to Daytona Race
- WQNS Radio Remote- Live
- Clear Channel
- Sports Radio- 930 (www.sportsradio930.com)
- ESPN- Sports Radio 1530
- Sirius Radio NASCAR 98 Live- RacetimeJoe
- WBOB600- Live Radio Remote
- WNCF- Live Radio Remote
- MRN Radio-
- PRN Radio
- WHKR/Melbourne FL
- KESN- Dallas, TX
- WNZF- Daytona Beach
- WLBE/Lake County, FL
- WECO-FM, Wartburg, TN

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ADDITIONAL LIVE IN PERSON COVERAGE AT TRACK

- Daytona International Speedway- LIVE- Garage & Pit Coverage
- NASCAR Autograph Session- with the Watermelon Queens in attendance passing out watermelon to over 300 fans
- Daytona International Speedway – Budweiser 1876 Vip Club Appearance With Ross And The Watermelon Queens and the Fox Sports Girls

SOCIAL MEDIA

- <https://twitter.com/RossChastain>
- www.rosschastain.com/ ** ROSSCHASTAINRACING.COM SITE IS NOT UPDATED
- <https://www.facebook.com/pages/Ross-Chastain-Racing/89727736744>

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ONLINE MEDIA

- <http://sports.yahoo.com>
- <http://www.nascar.com>
- http://racing-reference.info/driver/Ross_Chastain
- <http://www.news-press.com/article/20130221/SPORTS/302210026/Riverdale-High-grad-Ross-Chastain-goes-from-farm-NASCAR>
- <http://www.news-press.com/viewart/20130222/SPORTS/130222037/Riverdale-grad-Chastain-rebounds-from-wreck-take-14th-truck-series-race-Daytona>
- www.yardbarker.com/all_sports/articles/ross_chastain
- <http://nbc.rotoworld.com>
- http://www.nascar.com/en_us/camping-world-truck-series/drivers/ross-chastain.html
- <http://nascar.speedtv.com/article/trucks-ross-chastain-lands-daytona-sponsor/>
- <http://www.catchfence.com/2013/truckseries/02/13/home-grown-alva-florida-boy-ross-chastain-following-his-dreams-in-nascar-driving-for-sprint-cup-champion-brad-keselowski/>
- <http://www.motorsport.com/nascar-truck/news/ross-chastain-following-his-dreams-in-bkr-ford-at-daytona/>
- <http://racing.ap.org/citizentribune/driver/ross-chastain>
- <http://thefinallap.com/tag/ross-chastain/>
- <http://www.examiner.com/article/bkr-announces-driver-lineup-for-two-truck-ford-team>

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ONLINE MEDIA

Truck Series Driver Chastain Delivering Watermelon Message

<http://www.news-journalonline.com/article/20130221/NASCAR/130229935>

- Nascar.com
- NASCARMEDIA.com
- YahooSports.com
- Foxsports.com
- Sportingnews.com
- Speedwaymedia.com
- Rotowire.com
- Motosport. com
- aol.sportingnews.com
- www.news-journalonline.com/
- msn.foxsports.com
- espn.go.com
- www.catchfence.com
- www.gettyimages.com
- <http://www.jayski.com>
- <http://www.nbc-2.com/video>

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NEWSPAPER PRINT

- FORT MYERS NEWS PRESS
- DAYTONA BEACH JOURNAL

DAYTONA Chastain Recap

- Scheduled Ross and Provided info and directions for the 2013 NASCAR Driver Preview
- Release sent to entice interest for Ross Media & Posted in Media Center
- Dozens of calls within the last 10 days for media
- Provided Paint Scheme info to SPEED
- Scheduled VIP appearance at the Daytona International Speedway
- Scheduled Feature Article for NASCAR POLE POSITION Magazine for Fresh Faces ROAR section reaching over 4 million households and fans via email
- Scheduled Daytona Beach Journal Article to be written
- Scheduled Ross for the NCWTS Autograph Session
- Scheduled Rodd for 790 AM radio call in
- Scheduled Ross for Garage Talk Live radio interview
- Scheduled Ross for Octane Hour LIVE radio call in Homestead FL Thunder Country 100.3
- Responded to NASCAR and Confirmed Ross for the Driver Safety Meeting
- Reserved Motorcoach Pass for Ross Chastain
- Scheduled Photo Shoot for SPEED TV footage
- Organized and sent Photos, Article and release for Digital Print with NASCAR Pole Position Magazine
- Scheduled Festival of Lights Parade interview with Channel 2 NBC news
- Scheduled interview with Channel 11 WINK News for the Festival of lights Parade
- Scheduled interview with John Veda This Week in Motorsports- Sprint Fan Deck Box 5
- Scheduled NASCAR Driver Headshots
- Scheduled WNZF radio interview Trackside Fan Deck
- Scheduled Radio Race Time Joe- Trackside Sprint Fan Deck Box 2
- Scheduled Radio interview with Eddie Woop on Wheels 99.7 Cleveland TN
- Social Media updating and posting