



# Demographics, Statistics, and Economic Impact Guide



[www.SouthernOhioForestRally.com](http://www.SouthernOhioForestRally.com)

# What is Rallying



Rally is a high-speed, all-terrain, extreme motor sport. Rally cars race at high speeds through blinding snow and desert heat. They barrel down gravel paths and unpaved logging roads filled with hairpin switchbacks that hug 1000-foot drops.

Rally racing features real cars racing against the clock on closed-off sections of unpaved real roads. Speeds exceed 100 mph on tracks the width of a normal driveway where drivers jump and slide their cars in a demonstration of car control on the edge. Competitive stages are timed sprints on roads that vary from five- to 30-miles in length. The lowest cumulative time wins. A typical event will last two days over 250 miles of roads.

The thrill for fans is in identifiable, production-based cars racing on real, closed-road courses. This globally popular motorsport showcases the durability and performance of the vehicles. The outdoors aspect attracts an active, engaged fan that extends beyond the typical track-based environment. Access to pits allows automotive enthusiasts an up-close view of teams and their cars as technicians work to compete in one of the most brutal forms of motorsport in the world.



# Why motorsports marketing



Motorsports are one of the most established venues for sports marketing. It conveys sales messages with maximum impact and allows companies to:

- **INCREASE COMPANY VISIBILITY**

Rally cars serve as “rolling billboards,” generating millions of visual impressions. Rally cars offer a highly visible, compelling, and memorable medium for advertising.

- **HEIGHTEN CORPORATE IMAGE**

Auto racing conveys competitiveness, prestige, and advanced technology.

- **BUILD PROFITABLE BUSINESS RELATIONSHIPS**

Many of the biggest and most progressive companies are involved in racing, providing many networking opportunities.

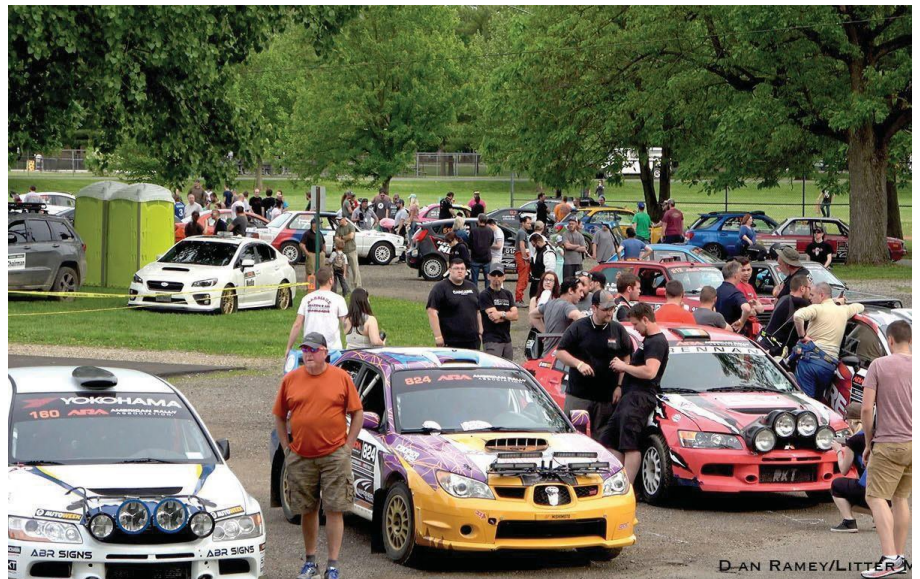
- **TARGET PREFERRED CUSTOMERS**

Rally fans are widespread, well-educated, young, prosperous and tech savvy. Most are also outdoor, travel and adventure enthusiasts.

## RALLYCAR VS. TRADITIONAL MOTORSPORTS

Traditional motorsport requires high-dollar investment to penetrate an extremely crowded media landscape. RallyCar events offer exposure to a largely uncluttered, diverse audience and a much higher potential return on investment. For example, X Games Rally TV broadcasts have ratings similar to a NASCAR Nationwide race, yet funding a team is a fraction of the cost.

All mainstream motorsports reported a softened economy resulted in decreased attendance for each series this year, while engagement with rally continues to grow. Event attendance has grown almost 50% in the past two years. Additionally, penetration into culturally diverse markets has been high in youth motorsports – which are rooted in global motorsport traditions.



# SOFR Media Exposure 2023



## SOUTHERN OHIO FOREST RALLY SOCIAL MEDIA YTD

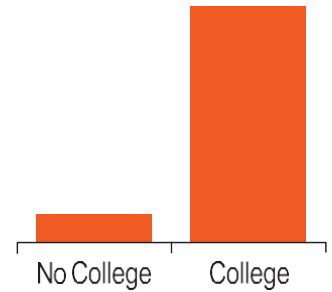
Facebook reach	500K
Facebook engagement (daily)	100+/-
Facebook "Likes"	14K+
Facebook Video (Minutes Watched)	39.3K
Southern Ohio Forrest Rally Website Unique Visitors	33.4K
Southern Ohio Forrest Rally Website Page Views	76.1K
Youtube Channel (minutes watched)	50.1K
Instagram	5,550+

Recognized by the Ross-Chillicothe Convention & Visitors Bureau. Teams and Spectators visited the area from 58 Cities (all outside of a 30 mile radius of Chillicothe), 36 States, and 7 Countries.



## FAN DEMOGRAPHICS\*

Fans are highly educated: 91% have completed at least some college education



No Degree	2.20%
High School	4.40%
Some College	31.10%
College Degree	60.00%
Graduate Degree	2.20%

Nearly a quarter are women



Male	77.80%
Female	22.20%



## FAN and COMPETITOR TEAM STATISTICS:

- Average 6 Crew members per car entry
- Will spend 3-4 nights in events local market
- Estimated number of fans and competitors 6,032
- Spend money at restaurants, fuel stations, hotels, non-rally sight-seeing opportunities, hardware and auto parts stores.
- Average team spend per event is \$4,000-\$5,500 in the event host communities.
- Potential direct host community economic benefit of \$1,000,000+
- SOFR accommodated 70+ rally teams in 2023
- Confirmed Local Direct Hotel Rooms, 500+ Rooms/night
- 48% of the respondents traveled more than 100 miles to see the event
- 47% stayed at a hotel or campground
- Those that stayed overnight averaged 2.11 days in the community
- A great majority traveled with at least one other person
- Most fans visited a restaurant, gas station, or mini-mart
- Fans did other activities while attending a rally; dining and sightseeing posted high results
- A large number of fans are return customers with very high satisfaction rates
- 54% have been to a national event more than 3 times
- 90% would recommend visiting the national event to others
- 88% of the attendees are likely to return next year
- Considering the concept of the "economic multiplier effect," whereby money spent within a community circulates multiple times 7 times before leaving, this greatly increases the impact to the local economy.



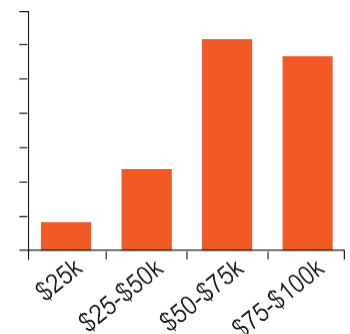
## FAN DEMOGRAPHICS\*

Most fans are between the ages of 25 and 44



16-24	17.80%
25-34	51.10%
35-44	26.70%
45-54	2.20%
55-64	2.10%
65+	0.10%

More than 40% earn over \$75,000 a year



<25k	14.30%
\$25-\$50k	11.90%
\$50-\$75k	31.00%
\$75-\$100k	28.60%
\$100k+	14.30%

# Partners & Supporters



**Village of McArthur - Chillicothe Police Department - Vinton County EMS - Zaleski Fire Department - Madison Township - Vinton County Local School District Chillicothe City Schools - Vinton County Local School District - West Nile Local School District - Calvary Baptist Church - Chillicothe Police Department - Vinton County Sheriff's Department - Scioto County Sheriff's Department - Chillicothe Fire/EMS Department - Jackson County EMS – ODNR Law Enforcement**



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