University of Iowa students can take a three-credit fall course that involves development of promotional campaign strategies for NASCAR’s crown jewel race, the Daytona 500!

Check out the details below:

• Virtual meetings with Matt Nordby, NASCAR Senior Director of Broadcast and Industry Communications, to help guide your development of promotional campaigns. Mr. Nordby has 13 years of sports industry communications experience in Major League Baseball and NASCAR and is excited to partner with the UI Sport and Recreation Management program!

• Spend the semester researching and developing promotional campaigns that utilize creative strategies and tactics to increase awareness, engagement and excitement around the race for both NASCAR and non-NASCAR fans, with the key objectives being maintaining attendance (ticket sales) and tune-in (television ratings), such as the example below:

  ![NASCAR fans to race on social media in #DAYTONA500 competition](https://media.gettyimages.com/photos/nascar-fans-to-race-on-social-media-in-daytona500-competing-picture-id1190008246)

  **NASCAR fans to race on social media in #DAYTONA500 competition**

  By Official NASCAR Release | NASCAR.com | February 12, 2018 at 3:00 PM

  **RELATED:** Full Speedweeks schedule | Ranking best Daytona 500 moments

  **DAYTONA BEACH, Fla.** – As the countdown continues to Daytona Day, NASCAR today announced the return of the Hashtag 500, where fans will race on social media for a chance to win memorabilia from the 50th running of the DAYTONA 500 live during the race on February 18.

  To compete in the Hashtag 500, fans can watch the DAYTONA 500 on FOX (2:30 p.m. ET) and follow @NASCAR on Twitter to find custom hashtags that give fans a chance to win race items including a driver fire suit, helmet, steering wheel, set of Goodyear tires and more.

  NASCAR will share a new hashtag every 20 laps of the race. The first 500 @NASCAR followers that tweet the hashtag and #DAYTONA500 will be entered in a random drawing for each prize.

  The final Hashtag 500 race winner will receive a grand prize trip for two to the 2018 Monster Energy NASCAR Cup Series Championship in Miami.

• Final presentations of research and promotional campaign strategies to Mr. Nordby and his team.

• Your work could be activated by NASCAR for the 2021 Daytona 500 on February 14!
Rough outline of objectives and expectations

Key Considerations:
- What channels can NASCAR use to reach and inform fans, and subsequently provoke action, to either attend or watch the Daytona 500?
- How can NASCAR attract casual and non-NASCAR fans and “first timers” to tune-in? Are there ways to incorporate pop culture and influencers to help reach those non-core fans or new audiences?
- Are there specific tactics that can be executed to engage younger demographics and introduce children to the sport?
- Explore creative ways to showcase the event both regionally and nationally.
  - Re-engage fans in targeted markets where NASCAR television ratings have declined.
  - Consider regionally-specific tactics for fans in markets within driving distance of Daytona.

Digital/Research Components:
- Research and incorporate the following social media platforms:
  - Facebook: NASCAR, NASCAR on FOX
  - Twitter: @NASCAR, @NASCARonFOX, @FOXSports, #Daytona500
  - Instagram: @NASCAR, @NASCARonFOX, @FOXSports, #Daytona500
  - Snapchat: NASCAR
  - YouTube: NASCAR, FOX Sports
- Research should include social media best practices, previous Daytona 500 activations through earned media coverage/social media content, and unique activations for similar sporting events.
- Take both avid and casual fans into account. Potential concepts include out-of-the-box promotions, sweepstakes and viral/shareable video concepts.

Deliverables to present at the end of the semester:
- Social and digital concepts
- Earned media coverage strategy that incorporates both national and local media, specifically the priority markets noted above
- Marketing tactics including branding and/or advertising concepts (e.g. on-air promotions)
- Stunt ideas
- Influencer/partnership recommendations

Final Details
- Access to the course requires an application. Send your résumé and a cover letter explaining your reasons for wanting to take the course and your qualifications and experiences that can contribute to the successful achievement of the objectives and expectations outlined above to Dan Matheson daniel-matheson@uiowa.edu
- Students from all majors are encouraged to apply.
- 3 semester hour course. Counts for Sport and Recreation Management students as field experience credits for graduation.
- Class meetings Mondays/Wednesdays, 2:00-3:15, in the Field House.