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JEFF GORDON

TV MEDIA



With 24 hours and 24 minutes of time on screen during the 2014 NASCAR Sprint Cup Series, **Jeff Gordon** ranked

1ST in duration among all drivers

Jeff Gordon produced

37% more **QI Media Value**

for brand partners during 2014 than in 2013

AARP Drive to End Hunger, **Jeff Gordon's** main primary sponsor, ranked

4TH

in **QI Media Value** among all primary team sponsors in the Sprint Cup Series

ONLINE MEDIA



In 2014, **Jeff Gordon** and his sponsors generated over

1 BILLION

online impressions across image exposures and text mentions

SPONSORLINK

14 MILLION



individuals identify **Jeff Gordon** as their favorite driver, which ranks 2nd among fan bases for all NASCAR Sprint Cup Series drivers

1 IN 5

avid NASCAR fans identify **Jeff Gordon** as their favorite driver

CELEBRITYDBI

Jeff Gordon is the

3RD

most marketable current NASCAR driver behind Danica Patrick and Dale Earnhardt, Jr.