



NASCAR Advance Auto Parts Weekly Series (NAAPWS) Stick Flags

What is the NASCAR Advance Auto Parts Weekly Series?

- Grassroots level racing
- Consists of approximately 55 local short tracks across the United States and Canada
- Drivers compete for local NASCAR track championships, state, and provincial championships and a national championship
- Most tracks race every Friday or Saturday night from April-October
- The Series creates the foundation of NASCAR and has helped launch the careers of many drivers, crew members, owners, and sponsors

What is the purpose of the flags?

- To continue to promote the partnership with NASCAR and the entitlement of the NASCAR Advance Auto Parts Weekly Series (NAAPWS)
- Each store that is identified will receive 1,000 flags.
- We want to encourage race fans to come into the stores, grab their flags and cheer on their favorite drivers/teams.

Where do I display the flags in my store?

- We recommend placing these in a branded bucket or near the register.

How do consumers know about the flags?

- A social campaign with targeted posts/ads will run via Facebook, launching the first week in September. It will encourage fans to come pick up their flags at participating locations.
- The NAAPWS tracks will also be supporting flag pickup through their social channels.

Who can receive the flags?

- Anyone that comes into the store is eligible to receive the flag.
- No purchase required.
- Spread the word of the partnership to customers visiting the store and encourage fans (and non-fans) to support the series and cheer on their favorite team/driver each week.

How many flags can one customer receive?

- Limiting 3 flags per customer

Which stores are participating?

- You can access the article directly from our Home Page > Advice & How-Tos > Racing > Get a NASCAR Weekly Series Flag

Why are all stores in my area not receiving flags?

- Stores were selected based on those closest proximity to the track (limiting to 2 stores per market)