



2023-24 SEASON POST REPORT

The 2023-2024 National Drag Racing Championship was a spectacular showcase of speed, skill, and adrenaline, featuring intense competition across some of the nation's most iconic drag strips.

The championship reached millions of fans worldwide through live broadcasts, social media, and in-person attendance, providing valuable exposure for all stakeholders involved.

The season brought together an incredible lineup of drivers, teams, and vehicles, from seasoned professionals to rising stars, all vying for glory in their respective categories.

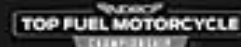
With events stretching from coast to coast, the championship delivered high-octane entertainment and unforgettable moments.

For our series partners and sponsors, this season marked a tremendous success in terms of visibility, engagement, and brand activation.

We can't wait for the 2024/2025 season and building on the momentum we've created.



Andy Lopez, Co-owner
NATIONAL DRAG RACING CHAMPIONSHIP



CALENDAR | 2023-24 SEASON

8 MAJOR EVENTS

ROUND 01
THE BEND
THE SPRING NATIONALS
OCTOBER 20-21, 2023
TOP FUEL

ROUND 05
MOTORPLEX
WESTERNATIONALS
MARCH 2-3, 2024
TOP FUEL

ROUND 02
SYDNEY
EAST COAST NATIONALS
OCTOBER 27-28, 2023
NITRO FUNNY CAR

ROUND 06
THE BEND
RIVERBEND NATIONALS
APRIL 5-6, 2024
TOP FUEL

ROUND 03
PERTH MOTORPLEX
GOLDEN STATES
NOVEMBER 24-25, 2023
NITRO FUNNY CAR

ROUND 07
SYDNEY
NITRO CHAMPS
MAY 18-19 2024
TOP FUEL + NITRO FUNNY CAR

ROUND 04
THE BEND
FESTIVAL STATE NATIONALS
JANUARY 13-14, 2024
NITRO FUNNY CAR

ROUND 08
WILLOWBANK
WINTER NATIONALS
JUNE 6-9 2024
TOP FUEL + NITRO FUNNY CAR



RUNNING A NUMBER



TOTAL SPECTATORS

154,000



TOTAL COMPETITORS

2,200



[NATIONALDRAGRACING.COM.AU](https://nationaldragracing.com.au)

Unique Visitors: 47,000

Avg Time on Site: 2mins 24sec

TOTAL SITE VISITS

76,000

01 Oct 2023 - 28 Jun 2024



RUNNING A NUMBER



TOTAL MINUTES VIEWED
1.9 MILLION

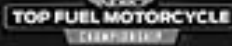


LIVE POP-UP	VOD HIGHLIGHTS
949,856 mins	337,894 mins
14,705 Reach	12,937 reach
VOD FULL REPLAY	
469,686 mins	
6,649 reach	



SIMULCAST HIGHLIGHTS
7,786 reach

TOTAL MINUTES
1,233,494



RUNNING A NUMBER



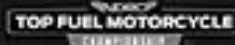
Shares + Comments: 124,000
Impressions: 14,700,000
Video Views: 990,000 mins watched
TOTAL REACH
3,000,000



Engagement
26,888
TOTAL REACH
96,200
Last 90 Days at 12 June 2024



Watch Time
8,400 mins
VIDEO VIEWS
323,000





WINNING PERFORMANCES

OUR TOP PERFORMING FACEBOOK POSTS

REACH: 60,611
IMPRESSIONS: 63,276
INTERACTIONS: 473



NDRC - National Drag Racing Championship

25 November 2023 · 🌐

A historic Top Doorslammer A-Final to find our Dragway at The Bend winner comes down to six inches at the finish line - what a race!

Ronnie Palumbo takes it by six one thousandths of a second over Lisa Gregorini who lead early after having the better RT, and the emotion was understandably high in the deep end after the run.

Congratulations Ronnie and Lisa on an absolutely amazing performance - we can't wait to see how the rest of the Top Doorslammer racing unfolds this weekend 🏆 if you haven't got your tickets yet, get them now - there's a lot more exciting passes to come!



 Mitch Roylance and 389 others

 53 comments

 28 shares

REACH: 56,911
IMPRESSIONS: 56,911
INTERACTIONS: 802



NDRC - National Drag Racing Championship

18 June · 🌐

Check out this packed house for day three of the final event of the inaugural NDRC season, the Gulf Western Oil Winternationals!

We can't wait to see the fans back here tomorrow for a huge day of championship-deciding racing 🏆

Thanks to [Drag Photos](#) for sharing these incredible pics with us 📸



 Andrew Broadley, Simon Teiford and 700 others

 56 comments

 47 shares

REACH: 45,887
IMPRESSIONS: 52,696
INTERACTIONS: 802



NDRC - National Drag Racing Championship

7 November 2023 · 🌐

Fire up, Sydney! TOP FUEL is coming to town for one MEGA day and night of racing this December. Catch the nitro insanity as 11,000hp fire-breathing monsters battle it out on track where they're joined by PRO ALCOHOL plus a massive PRO MOD show.

The racing program also features the Aeroflow National Sportsman Championship with tonnes of on-track action from start to finish, December 2 at Sydney Dragway!

Strictly one day only with kids 10 and under FREE!

ENTRIES AND SPECTATOR TICKETS ARE ON SALE FROM 6PM TOMORROW AEDT WED NOVEMBER 8TH.

Please note that until we are 100% certain that the venue can accommodate two-wheeled racers, we won't be taking bike entries. The moment this situation is resolved we'll provide an update to everyone.



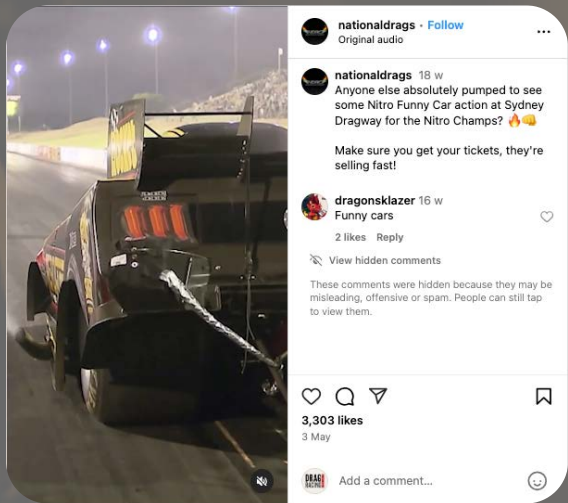




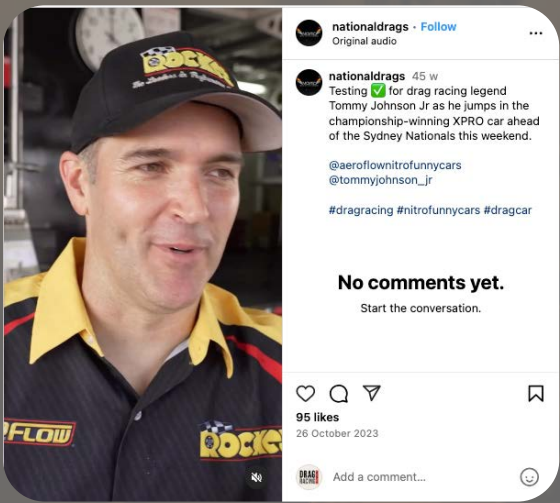
WINNING PERFORMANCES

OUR TOP PERFORMING INSTAGRAM POSTS

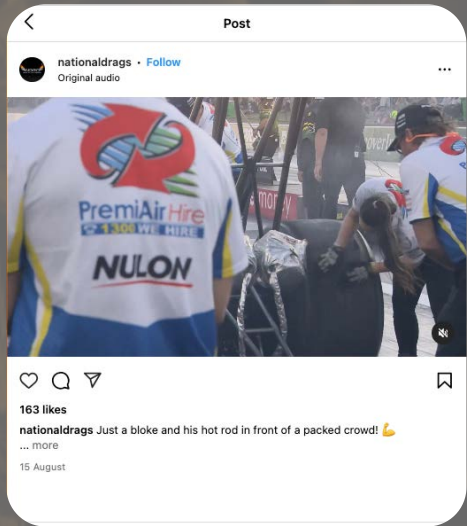
REACH: 23,760
IMPRESSIONS: 24,569
VIDEO VIEWS: 32,920



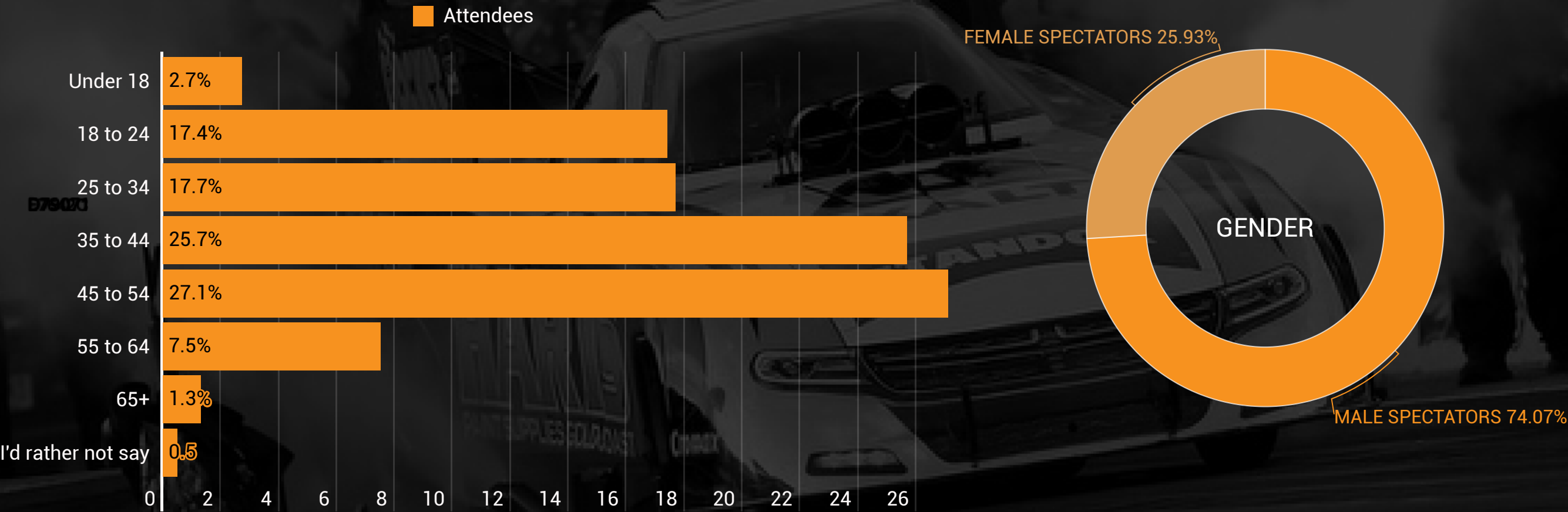
REACH: 3,334
IMPRESSIONS: 3,826
VIDEO VIEWS: 802



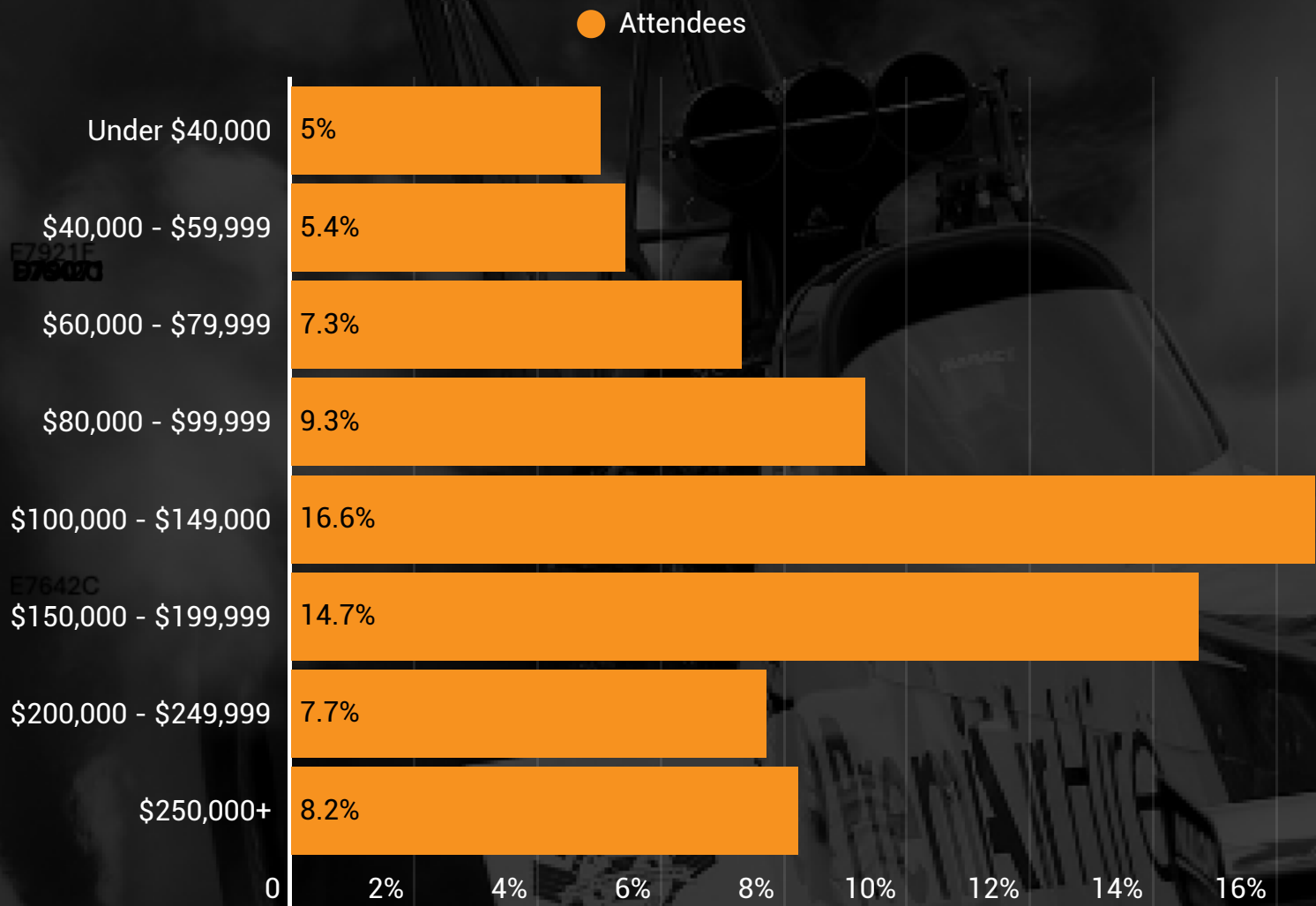
REACH: 2,946
IMPRESSIONS: 2,950
INTERACTIONS: 194



AGE GROUPS | SPECTATORS



HOUSEHOLD INCOME | SPECTATORS





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