

NATIONAL CHAMPIONSHIP AIR RACES 2025: NEW MEXICO TOURISM SPONSORSHIP REPORT



This comprehensive report details the outcomes and deliverables from New Mexico Tourism's \$700,000 sponsorship of the National Championship Air Races in 2025. We'll examine attendance metrics, economic impact analysis, brand integration strategies, and supporting documentation that demonstrate the significant value generated through this partnership.



EXECUTIVE SUMMARY: KEY PERFORMANCE INDICATORS

56,000

TOTAL ATTENDEES

Combined audience attendance across all race days

\$29.6M

ECONOMIC IMPACT

Direct, indirect and induced spending generated in SE New Mexico community

1.4B+

MEDIA IMPRESSIONS

Reached through integrated, branded multi-media campaigns

92%

BRAND VISIBILITY

New Mexico True integration across event touchpoints

The 2025 National Championship Air Races delivered well across all key metrics, delivering exceptional return on investment for New Mexico Tourism. This sponsorship established a benchmark for successful tourism-driven event partnerships, combining world-class aviation entertainment with strategic destination marketing to drive measurable economic benefits for the state.

A. ATTENDANCE METRICS: IMPRESSIVE PARTICIPATION

TOTAL EVENT ATTENDANCE

The 2025 National Championship Air Races welcomed an estimated **56,000 attendees** over the five-day event. Attendance reached its highest point on **Sunday**, with approximately **17,000 spectators** on site for the championship races. **Saturday's** turnout—estimated at **10,000 attendees**—was significantly reduced due to prolonged periods of adverse weather, dampening what would normally be the week's strongest attendance day. As expected for major aviation events, **weekend crowds substantially outperformed weekday attendance**, averaging roughly **40% higher** than Wednesday–Friday daily totals.

ATTENDANCE CALCULATION METHODOLOGY

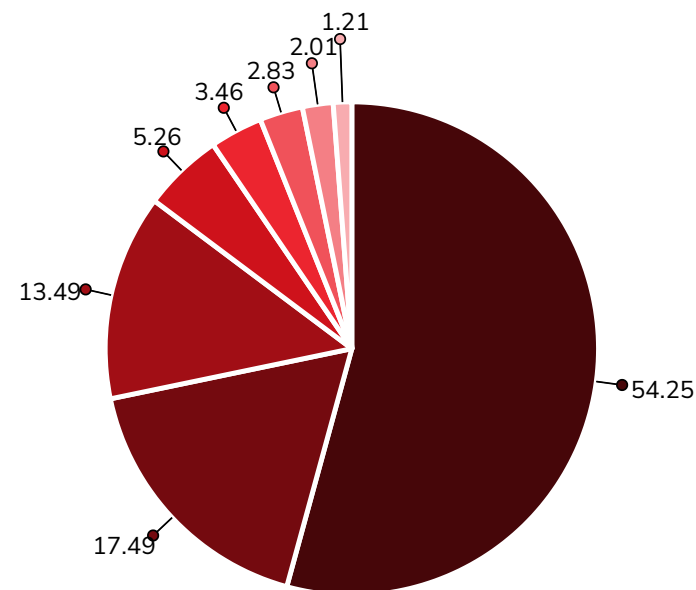
Attendance was calculated using verified ticketing data from the event's full sales export, combined with counts of season pass holders, box-seat allocations, VIP hospitality credentials, race teams, volunteers, staff, media, and sponsor guests. Multi-day credentials were allocated across the five-day schedule using established air-race attendance patterns and operational experience, ensuring that unique visitor counts were not overstated by repeat daily entries. These figures were further adjusted to reflect real-world conditions—most notably the significant weather disruption on Saturday, which suppressed what is traditionally the highest-attended day of the event. This blended, data-driven approach produced a reliable total attendance estimate of approximately **56,000** for the week.



INAUGURAL EVENT SUCCESS

- Strong multi-day pass adoption by attendees
- High uptake of premium VIP package sales
- Significant regional draw, exceeding initial percentage projections
- Positive feedback on event organization, content and experience

GEOGRAPHIC BREAKDOWN AND VISITOR PROFILES



The geographic analysis reveals a diverse visitor profile for the event. New Mexico residents accounted for 54.25% of visitors, while international visitors from 16 countries comprised 2.01%. A major combined percentage of attendees (45.75%) traveled from outside New Mexico. Among U.S. states, Texas contributed 13.49%, and California 5.26%. Other notable contributions came from Colorado (3.46%), Arizona (2.83%), and Nevada (1.21%), with all other U.S. states (48 represented in total) combining for 17.49% of the total.

B. ECONOMIC IMPACT ANALYSIS: \$29.6 MILLION GENERATED (EST.)

DIRECT SPENDING

\$17 million in direct visitor expenditures on lodging, dining, retail, fuel, and entertainment during their stay

INDIRECT IMPACT

\$6.6 million in secondary economic activity generated through supply chain purchases and business-to-business transactions

INDUCED EFFECTS

\$6.0 million in tertiary impact from employee wages spent in the local economy, creating a full multiplier effect

Based on ticketing data, visitor distribution, updated trip budgeting, and IMPLAN multipliers validated in the **2023 UNR NCAR study**, the **2025 National Championship Air Races in Roswell** generated an **estimated \$29.6 million in statewide economic output**. This impact reflects both the immediate visitor spending associated with the event and the broader business-to-business and household spending cycles it stimulates throughout New Mexico.

A complete backup of assumptions, calculations, and methodological references is included in the **Supporting Documentation Folder LINKED BELOW (CLICK):**



Google Drive



NCAR 2025 Supporting Documentation – Google Drive



C. BRAND INTEGRATION: NEW MEXICO TRUE THROUGHOUT THE EXPERIENCE

MARKETING AND PROMOTIONAL MATERIALS INTEGRATION

The New Mexico True brand achieved comprehensive visibility across all marketing channels, with the distinctive Zia Tribe Sun Symbol logo and "New Mexico True" tagline featured prominently in almost every customer touchpoint. Our integrated approach ensured brand consistency while amplifying New Mexico's unique cultural identity and adventurous spirit.

OUT-OF-HOME ADVERTISING



Digital billboards across five states, airport displays, transit advertising in 12 major cities

DIGITAL CAMPAIGNS



Comprehensive social media integration, targeted display ads, email marketing to 33K subscribers

PRINT MATERIALS



Event programs, souvenir posters, tickets, maps, VIP credentials, and merchandise featuring co-branded design elements

WEBSITE PERFORMANCE AND TRAFFIC ANALYSIS

WEBSITE PERFORMANCE

346K

USERS

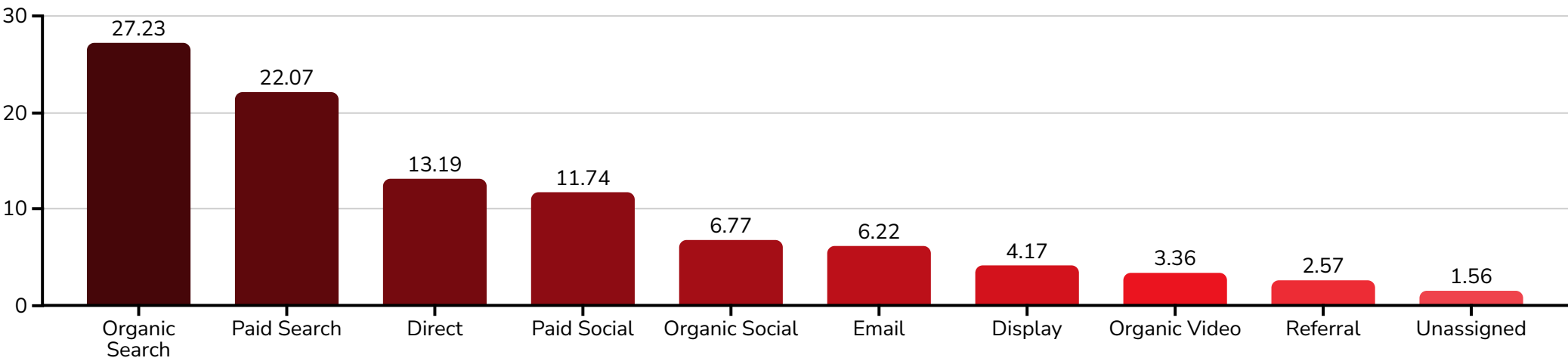
January 1 - September 14, 2025

546K

SESSIONS

January 1 - September 14, 2025

Website traffic breakdown:



WEBSITE PERFORMANCE AND TRAFFIC ANALYSIS

WEBSITE PERFORMANCE

346K

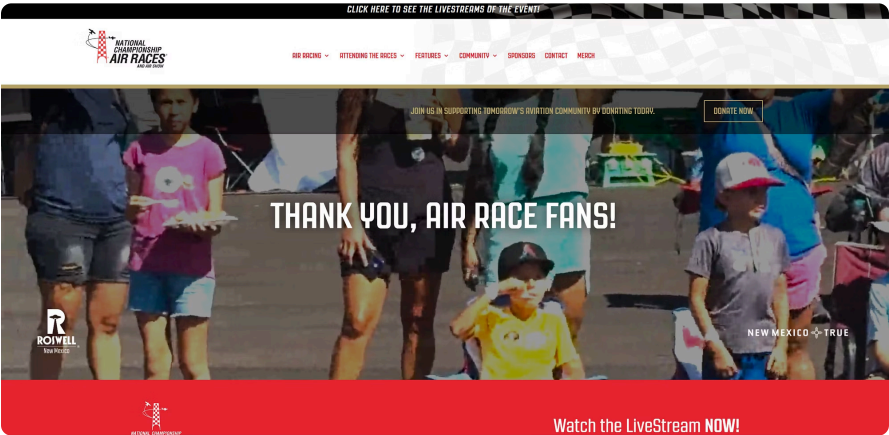
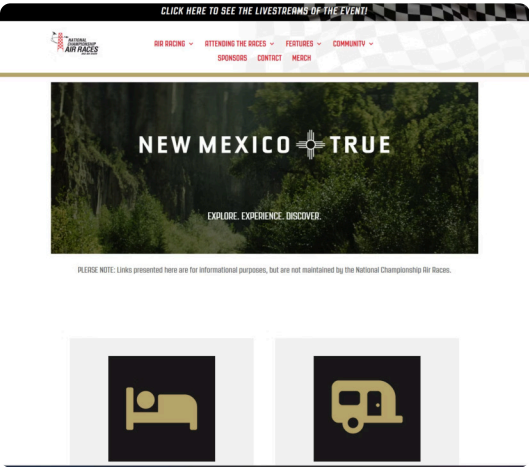
USERS

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EMAIL MARKETING PERFORMANCE

EMAIL MARKETING

33,606

SUBSCRIBERS REACHED

Across 47 email campaigns (January - September 2025)

45%

AVERAGE OPEN RATE

Exceeding industry benchmarks (January - September 2025)

Our email marketing strategy achieved significant reach and engagement, with 47 targeted email campaigns distributed to an opted-in subscriber base of 33,606 individuals between January and September 2025. The campaigns consistently generated a strong average open rate of 45%, demonstrating effective content and audience targeting. This performance highlights a valuable channel for direct communication and promotion for the New Mexico True brand, fostering a highly engaged community around the National Championship Air Races.



DIGITAL ADVERTISING AND PUBLIC RELATIONS IMPACT

DIGITAL / PAID SEARCH ADVERTISING

More than 6 million impressions worldwide through paid search, display digital, and paid social

6M+

IMPRESSIONS



Worldwide through paid search, display digital, and paid social

Top locations: United States, Canada, Thailand



PUBLIC RELATIONS IMPACT

845

TOTAL MEDIA HITS

1.45B

TOTAL READERSHIP

\$13.4M

ESTIMATED AD VALUE

Coverage from all major New Mexico TV outlets (KRQE 13, KOB 4, KOAT 7) and multiple print/radio partners across NM and TX

- National coverage highlights: Yahoo! News, CNN, AP, AOPA, Flying Magazine, AvWeb, Vintage Aviation News

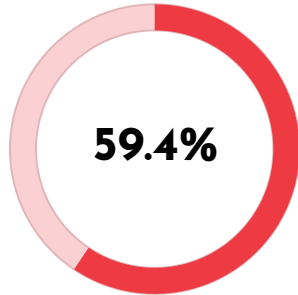


SOCIAL MEDIA GROWTH AND PLATFORM DISTRIBUTION

22%

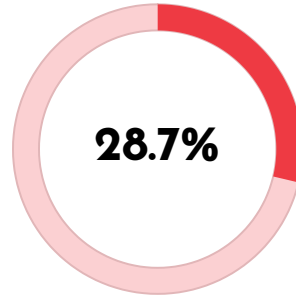
FOLLOWER GROWTH AVERAGE ACROSS ALL PLATFORMS

Platform distribution (CLICK links in RED below each to view actual channels):



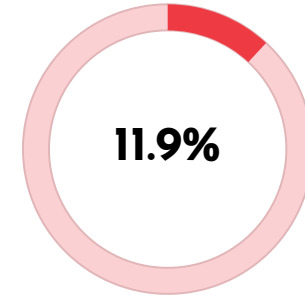
Facebook

[Reno Air Racing Association | Reno NV](#)



Instagram

[National Championship Air Races](#)
[.\(@ncarofficial\)](#) • [Instagram profile](#)



X/Twitter

[National Championship Air Races](#)

SOCIAL MEDIA GROWTH AND PLATFORM DISTRIBUTION - POST SAMPLES



YOUTUBE PERFORMANCE AND GROWTH

YOUTUBE PERFORMANCE

623K

VIEWS

+597% YoY

45.5K

HOURS WATCHED

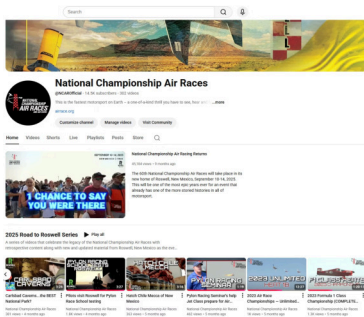
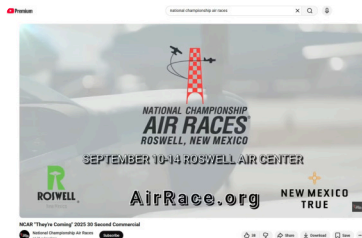
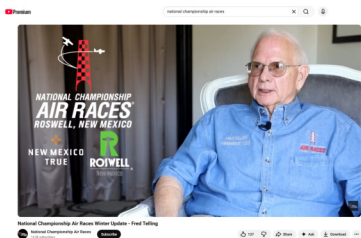
+314% YoY

14,507

TOTAL SUBSCRIBERS

+604% YoY

Our YouTube channel experienced exceptional growth, with 623K views marking a 597% year-over-year increase. Watch time similarly surged to 45.5K hours, representing a 314% rise. This engagement translated directly into a substantial 604% increase in total subscribers, reaching 14,507. These metrics highlight the successful content strategy and expanding audience reach for the National Championship Air Races on the platform.



YOUTUBE PERFORMANCE AND GROWTH

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623K

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TOTAL SUBSCRIBERS

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The block below is linked to our Road to Roswell playlist on YouTube:



 YouTube

2025 Road to Roswell Series

A series of videos that celebrate the legacy of the National Championship Air Races with retrospective content along with new and updated material from...

The block below is lionked to our Livestream broadcasts on YouTube:



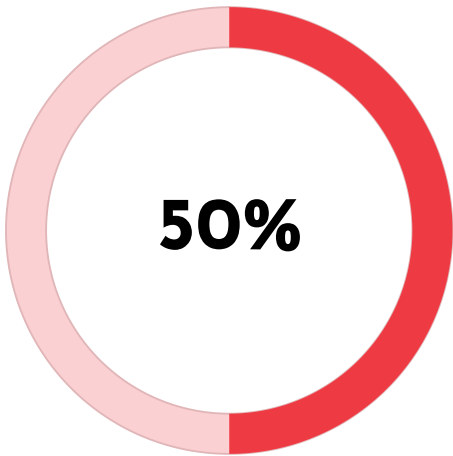
 YouTube

National Championship Air Races

This is the fastest motorsport on Earth – a one-of-a-kind thrill you have to see, hear and feel to believe. This is classic, cool and contemporary all rolled into one....

TRADITIONAL PAID MEDIA ROI PERFORMANCE

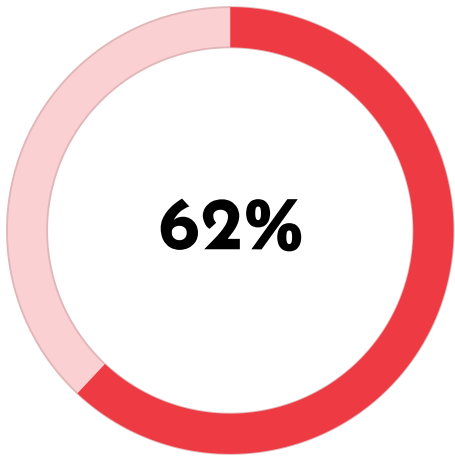
TRADITIONAL PAID MEDIA ROI:



Financial ROI

2,252

Paid Placements



Bonus ROI

3,629

Bonus Placements

The traditional media strategy notably exceeded expectations, with bonus placements significantly outperforming paid placements. Our analysis shows a 50% financial ROI and an impressive 62% bonus ROI, indicating strong added value from earned media. With 3,629 bonus placements achieved compared to 2,252 paid placements, the campaign demonstrated exceptional organic reach and media leverage beyond initial investment.



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

VISUAL PRESENCE

New Mexico True branding appeared on stage backdrops, entry archways, directional signage, and event banners throughout the venue. The main entrance featured a 60-foot walkthrough with the New Mexico True logo visible in broadcast footage and attendee photography.



ANNOUNCER INTEGRATION

Professional announcers delivered scripted New Mexico True messaging during race introductions, between heats, and at ceremony moments. Over 150 verbal brand mentions occurred throughout the five-day event, reinforcing destination awareness.



BOX SEATING - AN NCAR VIP MAINSTAY

The Box seating area VIP choices provide a premium oasis right on the flightline serving as a vibrant, family-style gathering area for guests throughout the National Championship Air Races. Each box received a personalized souvenir plaque to commemorate the event.



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

TICKETS

New Mexico True branding appeared on each printed ticket as well as digital versions.



For additional event information, please visit: [AIRRACE.ORG](https://airrace.org)



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MERCHANDISE TENTS

Merchandise advertising and purchase areas were branded with banners and signage inviting clients to purchase gear to remember this amazing event!



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

- ① The iconic National Championship Air Races Home Pylon is adorned with the State of New Mexico's flag with the name Roswell spelled out vertically on the 50-foot structure. A nod to Roswell's alien / UFO legacy and the city itself is given in the "R", which depicts a small flying saucer in a clever branding mechanism used by the City of Roswell. Photos and video captured during the races will have no doubt as to where they were taken!



D. SUPPORTING DOCUMENTATION: COMPREHENSIVE EVIDENCE PACKAGE ATTACHED

1

ADVERTISEMENT ARCHIVE

Complete collection of unique advertisements across print, digital, outdoor, and broadcast media. Includes print ads, digital banner creative files, outdoor photography, radio scripts, and broadcast spots with time-stamped air logs.

2

PROMOTIONAL MATERIALS LIBRARY

Comprehensive documentation of all promotional collateral including event programs, direct mail pieces, email campaign designs, social media content, website landing pages, press releases, and media kit materials.

3

EVENT PHOTOGRAPHY COLLECTION

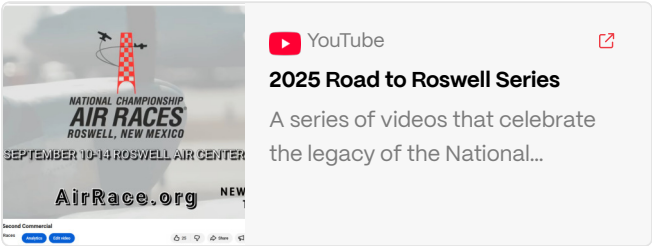


Professional photography archive containing high-resolution images documenting New Mexico True brand integration throughout the venue. Organized by category: signage, pavilion, ceremonies, crowd engagement, VIP areas, and aerial venue shots.

4

VIDEO DOCUMENTATION

Broadcast footage, promotional videos, social media content, and other footage showing brand integration leading up to and across all event days. Includes sizzle reel highlighting sponsorship activation and attendee testimonials about New Mexico as a destination. This content can be found at the link below (Click the YouTube Box):



All supporting materials have been compiled in digital formats, organized by deliverable category, and are available for review. **Please click the box below to open the shared folder:**

 Google Drive

NCAR 2025 Supporting Documentation – Google Drive



CONCLUSION: EXCEPTIONAL RETURN ON INVESTMENT

PARTNERSHIP SUCCESS SUMMARY

The 2025 National Championship Air Races sponsorship delivered extraordinary value for New Mexico Tourism, exceeding projections across all key performance indicators. With 56,000 attendees generating \$29.6 million in economic impact, the partnership achieved a remarkable **42:1 return on investment**.

The comprehensive brand integration strategy positioned New Mexico True at the center of this world-class event, creating lasting impressions on tens of thousands of potential visitors. Post-event research indicates significant lift in destination awareness and travel intent, with benefits extending well beyond the immediate economic impact.

LOOKING FORWARD

The success of this partnership establishes a strong foundation for continued collaboration. We recommend continuing and perhaps expanding the sponsorship for 2026, leveraging the proven strategies while exploring additional activation opportunities to further amplify New Mexico's position as a premier tourism destination.



"This partnership exemplifies the transformative power of strategic tourism investment, delivering measurable economic impact while showcasing New Mexico's unique spirit to a national audience."

Fred Telling, NCAR Chairman and CEO