

# GOODYEAR NASCAR TOUR

Goodyear and Wunderman wanted to bring a larger presence to the NASCAR arena and The Goodyear Experience was designed to break through the clutter at NASCAR events. EventLink developed a larger-than-life plinko board and launched it at the Daytona 500. Participants were invited to the top of a 53' trailer to slide a Goodyear tire down a 20'x45' game board to win prizes.

## SERVICES

- Custom fabrication
- Asset warehousing & logistics
- Creative concepting & development

500,000

IMPRESSIONS ANNUALLY

30,000

DISPLAY ENGAGEMENTS ANNUALLY

