

Jason Weigandt time codes

3:30 – Introduction and when did he hear the first rumblings of Monster as title sponsor?

6:30 – Did the Atlanta event plant a seed through NASCAR/Supercross crossover?

9:45 – What is Monster about as a company?

12:30 – Competing with Red Bull in the motor bike market

16:15 – How did Monster become such a success?

19:15 – The company’s SoCal origins and attention to tastemaking/trends

20:30 – How will Monster help NASCAR reach Millennials?

22:30 – The commitment to sponsoring “edgy” athletes: “Unprofessional probably means awesome.”

25:15 – Meet Dirt Shark

27:15 – Are there any limits to being anti-establishment?

30:00 – How competitive will it be with sponsor exclusivity?

33:00 – More on the dynamic with Red Bull

37:30 – Will Monster be hands-on with competition?

40:30 – Could gussied-up video introductions find their way to NASCAR?

45:30 – The importance of branding and signage to Monster

49:00 – How the NASCAR marketing could be different with Monster (reaching kids? National TV commercials)?

55:30 – The history of the Monster Girls ... and how they already had run afoul of TV executives

58:30 -- Nextel/Sprint’s history with trophy girls

1:02:30 -- Monster’s social media component and how it could help NASCAR (Gymkhana?)