

### **Gordon's sponsors score**

Four-time NASCAR Winston Cup champion Jeff Gordon's stint as host of NBC's *Saturday Night Live* last weekend earned primary sponsor DuPont, and other key Hendrick Motorsports backers, more than \$1.8 million in comparable exposure value.

DuPont emerged as "most effective" of the 16 corporate brands monitored by Joyce Julius and Associates' Entertainment Marketing Research Services of Ann Arbor, Mich. The firm reported that DuPont appeared "on screen" for 1 minute, 48 seconds, leading to a value of \$405,000 when comparing on-screen time to the estimated cost of a 30-second commercial.