



MOTORSPORTS

{Appendix 6, to *Sports Facility Reports*, [Volume 18](#)}
Research completed as of August 10, 2017

Facility Name: Atlanta Motor Speedway

Location: Hampton, GA

Facility Description: 1.54 mile quad-oval, .25 mile legends track, 1 mile road course, and a 2.5 mile road course

Events: Active Pest Control 200 (NASCAR Camping World Truck Series); Folds of Honor Quiktrip 500 (NASCAR Sprint Cup); SCCA Autocross; Rinnai 250 (NASCAR Xfinity Series); NASCAR Qualifying Day; Legends and Randolero Fall Points Races; Monster Energy NASCAR Cup Series.

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960; Renovations in 2006

Facility Cost (\$/Mil): \$1.8; \$23 in renovations

Facility Financing: Privately financed by Dr. Warren Gremmel, Bill Boyd, Jack Black, Art Lester, and Garland Bagley.

[Facility Website](#)
[@amsupdates](#)

UPDATE: An initial plan to repave the Speedway surface has been postponed until at least after the 2018 NASCAR season. During the 2017 season, multiple drivers voiced their preferences to delay the new surface.

Rinnai America Corporation signed on as a multi-year sponsor of the NASCAR XFINITY Series race beginning with the 2017 season.

NAMING RIGHTS: Bruton Smith purchased Atlanta International Raceway in 1990, and he renamed the facility.

Facility Name: Auto Club Speedway

Location: Fontana, CA

Facility Description: 2.0-mile D-shaped oval

Events: Auto Club 400 (NASCAR Sprint Cup); Service King 300 (NASCAR Xfinity Series); NHRA Summit Racing Series.

Principal Owner: International Speedway Corp.

Date Built: 1997

Facility Cost (\$/Mil): \$100

Facility Financing: Privately funded through a joint venture by Penske Speedways, Inc. and Kaiser Ventures Inc.

[Facility Website](#)

[@ACSupdates](#)

UPDATE: Auto Club Speedway officials and the Automobile Club of Southern California announced a multi-year agreement to extend the Monster Energy NASCAR Cup Series AUTO CLUB 400.

NAMING RIGHTS: The Auto Club of Southern California has a ten-year naming rights deal with California Speedway, which was signed in 2008. Terms of the deal were not disclosed, but industry sources estimate its worth at \$50–75 million.

Facility Name: Bristol Motor Speedway

Location: Bristol, TN

Facility Description: 0.533-mile concrete oval

Events: Food City 500 and Bass Pro Shops NRA Night Race (NASCAR Sprint Cup); Food City 300 and Fitzgerald Glider Kits 300 (NASCAR Xfinity Series); UNOH 200 (NASCAR Camping World Truck Series); Bush's Beans 150 (NASCAR Whelen Modified Tour); Thunder Valley Nationals (NHRA Mello Yello Drag Racing Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1961

Facility Cost: \$600,000

Facility Financing: Privately financed by Carl Moore, Larry Carrier, and R.G. Pope.

[Facility Website](#)

[@BMSupdates](#)

UPDATE: Food City and Bristol reached the twenty-five-year anniversary of their partnership. It is the longest running entitlement in NASCAR.

NAMING RIGHTS: The track was renamed in 1996 after the track underwent renovation.

Facility Name: Canadian Tire Motorsports Park

Location: Bowmanville, Ontario, Canada

Facility Description: 2.459-mile road course, 1.8-mile road course, and 1.37-mile road course,

Events: Chevrolet Silverado 250 (NASCAR Camping World Truck Series); Mobil 1 SportsCar Grand Prix (United Sports Car Championship); Castrol Presents the Victories Day Speedfest (NASCAR Pinty's Series); Varac Vintage Grand Prix; Superbike Doubleheader.

Principal Owner: Canadian Motorsports Ventures Ltd. headed by Ron Fellows and Carlos Fidani

Date Built: 1961
Facility Cost (\$/Mil): \$.5
Facility Financing: N/A
[Facility Website](#)
[@CTMPOfficial](#)

NAMING RIGHTS: Mosport and Canadian Tire agreed to a naming rights deal in February 2012. Terms of the deal were not released.

Facility Name: Charlotte Motor Speedway

Location: Concord, NC

Facility Description: 1.5-mile quad-oval; 2.25-mile road course

Events: NC Education Lottery 200 (NASCAR Camping World Truck Series); Sprint All-Star Race, NASCAR Sprint Showdown, Coca-Cola 600, and Bank of America 500 (NASCAR Sprint Cup); Hisense 300 and Drive for the Cure 300 Presented by Blue Cross & Blue Shield of NCA (NASCAR Xfinity Series); UNOH Southern Slam; Whelen Southern Modified Tour; MONSTER Energy All-Star Race; NRHA Yello Drag Racing Series

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960

Facility Cost (\$/Mil): \$1.25

Facility Financing: Privately financed by O. Bruton Smith.

[Facility Website](#)
[@CLTMotorSpdwy](#)

UPDATE: In May 2017, Charlotte Motor Speedway announced the 2018 bank of America 500 will take place on the new ROVAL road course located in the infield. The first road course Cup Series race in the history of the Speedway, it is also the first road course to be featured in the Cup series playoffs since 2003.

Multiple renovations plans have been announced for the Speedway. In April 2017, the Speedway added a solar-powered deck and entertainment area to turn four. The deck includes a beverage service, restrooms, picnic and high-top table areas, and a concourse for live music, corn hole, and other entertainment. In May 2017, the Speedway began removing lower-demand seating areas and suites.

NAMING RIGHTS: After its contract with Lowe's Home Improvement expired, the speedway once again became Charlotte Motor Speedway. A new naming rights deal has not been secured.

Facility Name: Chicagoland Speedway

Location: Joliet, IL

Facility Description: 1.5-mile tri-oval

Events: American Ethanol E15 225 (NASCAR Camping World Truck Series); nickelodeonTales of the Turtles 400 (NASCAR Sprint Cup Series); NASCAR Xfinity Series September Chicagoland Race (NASCAR Xfinity Series); SCOTT 150 (ARCA Racing)

Principal Owner: International Speedway Corp.

Date Built: 2001

Facility Cost (\$/Mil): \$130

Facility Financing: N/A

[Facility Website](#)
[@ChicagolndSpdwy](#)

Update: In April 2016, Nickelodeon announced it would be the title sponsor of the NASCAR Sprint Cup race at Chicagoland and named it the Teenage Mutant Ninja Turtle 400. Nickelodeon will be a sponsor through the 2017 season. It was renamed the Tales of the Turtles 300 for the upcoming season.

In June 2016, Chicagoland and Papa John's announced a three-year agreement for the pizza company to be the official pizza provider of the Speedway and Route 66 Raceway.

In September 2016, the Speedway announced BRANDT as a naming rights sponsor of the Speedway's Infield Fan Zone.

In February 2017, Speedway officials and ARCA officials announced SCOTT Brand Products will return as an official partner of the ARCA Racing Series and as the title sponsor of the SCOTT 150.

NAMING RIGHTS: N/A

Facility Name: Circuit Gilles Villeneuve

Location: Montreal, Canada

Facility Description: 2.709-mile road course

Events: Grand Prix Du Canada (Formula One)

Principal Owner: City of Montreal

Date Built: 1978

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@GrandPrixF1Can](#)

UPDATE: Circuit Gilles Villeneuve facilities are scheduled to get a \$48-million upgrade by 2019. The Quebec government will pay for the renovations. A couple of the planned renovations include upgrades to the control tower, garages, medical centre, and paddock.

NAMING RIGHTS: The stadium was named after the late Canadian driver, Gilles Villeneuve.

Facility Name: Darlington Raceway

Location: Darlington, SC

Facility Description: 1.366-mile egg-shaped oval

Events: Bojangles Southern 500 (NASCAR Sprint Series); VFW Sport Clips Help a Hero 200 (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1950

Facility Cost (\$/Mil): N/A

Facility Financing: Privately financed by Harold Brasington.

[Facility Website](#)

[@TooToughToTame](#)

NAMING RIGHTS: N/A

Facility Name: Daytona International Speedway

Location: Daytona Beach, FL

Facility Description: 2.5-mile tri-oval, 3.87-mile Sports Car Course, .4-mile short oval, .25-mile flat dirt track, 2.95-mile motorcycle course

Events: DAYTONA 500; Roar Before the Rolex 24; Rolex 24 at DAYTONA; BMW Endurance Challenge, Speedweeks, Lucas Oil 200 Driven by General Tire, Advance Auto Parts Clash; DAYTONA 500 Qualifying by Kroger; Can-Am Duel; Nextera Energy Resources 250 (NASCAR Camping World Truck Series); PowerShares QQQ 300.

Principal Owner: International Speedway Corp.

Date Built: 1959

Facility Cost (\$/Mil): \$3

Facility Financing: N/A

[Facility Website](#)

[@DISupdates](#)

NAMING RIGHTS: N/A

Facility Name: Dover International Speedway

Location: Dover, DE

Facility Description: 1.0-mile oval

Events: JACOB Companies 200 (NASCAR Camping World Truck Series); AAA 400 Drive for Autism and NASCAR Sprint Cup October Dover Race (NASCAR Sprint Cup); OneMain Financial 200 (NASCAR Xfinity Series Dash 4 Cash)

Principal Owner: Dover Motorsports, Inc.

Date Built: 1969

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@MonsterMile](#)

UPDATE: JACOB Companies and Dover announced a multi-year partnership for JACOB to be the title sponsor of the NASCAR Camping World Truck Series race, but the details of the deal were not released. In February 2016, AAA announced it will be the primary sponsor for the AAA 400 Drive for Autism until 2018.

In May 2016, Dover and Fanatics, a sports merchandiser, agreed to a 10-year retail and e-commerce agreement. The company handles hundreds of stores for leagues such as MLB, NFL, NBA, and NHL to name a few. There will be a merchandise store trackside at the Speedway.

In May 2017, OneMain Financial was announced as the entitlement sponsor for the NASCAR XFINITY Series Dash 4 Cash race.

NAMING RIGHTS: Dover Downs International Speedway was renamed Dover International Speedway after Dover Downs Gaming and Entertainment split in 2002.

Facility Name: Eldora Speedway

Location: Rossburg, OH

Facility Description: 0.5-mile clay oval

Events: Aspen Dental Eldora Dirt Derby (NASCAR Camping World Truck Series); #LetsRaceTwo, The Kings Royal, 4-Crown Nationals (midget, sprint, silver crown, World 100 all a part of World of Outlaws Sprint Car Series USAC)

Principal Owner: Tony Stewart

Date Built: 1954

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@EldoraSpeedway](#)

NAMING RIGHTS: N/A

Facility Name: Homestead-Miami Speedway

Location: Homestead, FL

Facility Description: 1.5-mile oval; 2.21-mile road course

Events: Ford EcoBoost 200 (NASCAR Camping World Truck Series); Ford EcoBoost 300 (NASCAR Xfinity Series); Ford EcoBoost 400 (NASCAR Sprint Cup)

Principal Owner: International Speedway Corp.

Date Built: 1995

Facility Cost (\$/Mil): \$70

Facility Financing: N/A

[Facility Website](#)

[@HomesteadMiami](#)

UPDATE: Presidente Beer announced a new partnership that includes naming rights to the Speedway's pavilion at the display areas. The pavilion will be renamed the Presidente Caribbean Café.

NAMING RIGHTS: They currently are searching for sponsorships, including a naming rights sponsor.

Facility Name: Indianapolis Motor Speedway

Location: Indianapolis, IN

Facility Description: 2.5-mile oval; 2.605-mile road course, 2.439-mile grand prix road course, and 2.621-mile motorcycle course

Events: Big Machine Records Brickyard 400 (NASCAR Sprint Cup); Indianapolis 500 and Grand Prix of Indianapolis (IndyCar); Red Bull Air Race

Principal Owner: The Hulman-George Family under Hulman and Co.

Date Built: 1909

Facility Cost (\$/Mil): \$3

Facility Financing: Privately financed by Carl Fisher, James Allison, Frank Wheeler, and Arthur Newby.

[Facility Website](#)

[@IMS](#)

NAMING RIGHTS: N/A

Facility Name: Iowa Speedway

Location: Newton, IA

Facility Description: 0.875-mile tri-oval; 1.3-mile road course

Events: Speediatrics 200 (NASCAR Camping World Truck Series); American Ethanol E15 250 Presented by Enogen and U.S. Cellular 250 (NASCAR Xfinity Series); Iowa Corn Indy 250 (IndyCar)

Principal Owner: Iowa Speedway LLC, a subsidiary of NASCAR

Date Built: 2006

Facility Cost (\$/Mil): \$70

Facility Financing: UBG Financial Corp., the City of Newton, and a group of seven Iowa private investors.

[Facility Website](#)
[@iowaspeedway](#)

UPDATE: In May 2016, it was announced that American Ethanol would be an entitlement sponsor and Enogen would be a presenting sponsor for the NASCAR Xfinity Series, which would replace the 3M 250. The Speedway and Iowa Corn renewed a multi-year sponsorship through 2018 to remain the title sponsor for the Verizon IndyCar Series Iowa Corn 300.

In June 2017, U.S. Cellular extended its sponsorship agreement with Iowa Speedway through 2019. Mars Chocolate North America was also announced as the new title sponsor for the NASCAR Camping World Truck Series.

NAMING RIGHTS: N/A

Facility Name: Kansas Speedway

Location: Kansas City, KS, 2.37-mile road course

Facility Description: 1.5-mile tri-oval

Events: Toyota Tundra 250 (NASCAR Camping World Truck Series); Go Bowling 400 and Hollywood Casino 400 (NASCAR Sprint Cup); Kansas Lottery 300 (NASCAR Xfinity Series); SFP Grand Prix (GRAND-AM Road Racing); Kansas ARCA 150 (ARCA Racing Series).

Principal Owner: International Speedway Corp.

Date Built: 2001

Facility Cost (\$/Mil): \$250

Facility Financing: The state issued \$71.3 million in tax increment financing bonds, \$24.3 million in STAR bonds, \$33 million for infrastructure, and \$6 million from economic development funds

[Facility Website](#)
[@kansasspeedway](#)

NAMING RIGHTS: N/A

Facility Name: Kentucky Speedway

Location: Sparta, KY

Facility Description: 1.5-mile tri-oval

Events: Buckle Up in Your Truck 225 (NASCAR Camping World Truck Series); Quaker State 400 Presented by Advance Auto Parts (NASCAR Sprint Cup); AlSCO 300 and VisitMyrtleBeach.com 300 (NASCAR Xfinity Series); Crosley 150 (ARCA Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 2000

Facility Cost (\$/Mil): \$152

Facility Financing: N/A

[Facility Website](#)

[@KySpeedway](#)

UPDATE: In January 2016, AlSCO and Kentucky Speedway announced a new multi-year sponsorship agreement, but financials of the agreement were not disclosed. Additionally, University of Northwestern Ohio extended its relationship with the Speedway for three years to retain its title as “Official Education Partner of Kentucky Speedway.” VisitMyrtleBeach.com has renewed its sponsorship agreement for a third year with Kentucky Speedway, and is said to be worth up to \$250,000.

In July 2017, Quaker State and Kentucky Speedway announced a new event sponsorship agreement on Friday. The agreement will run through 2022.

The Kentucky Speedway announced a new multi-year partnership with Toyota and will become the new presenting sponsor of races.

NAMING RIGHTS: N/A

Facility Name: Las Vegas Motor Speedway

Location: Las Vegas, NV

Facility Description: 1.5-mile tri-oval; 2.5-mile road course, .375-mile bullring oval, .5-mile dirt track, and .25-mile drag strip

Events: Boyd Gaming 300 (NASCAR Camping World Truck Series); Pennzoil 400 (NASCAR Sprint Cup); Boyd Gaming 300 (NASCAR Xfinity Series); DENSO Spark Plugs NHRA Nationals and NHRA Toyota Nationals (NHRA Mello Yello Drag Racing Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1996

Facility Cost (\$/Mil): \$200

Facility Financing: N/A

[Facility Website](#)

[@LVMotorSpeedway](#)

UPDATE: In March 2017, Pennzoil was announced as the title sponsor of the NASCAR Cup Series race at LVMS.

NAMING RIGHTS: N/A

Facility Name: Lucas Oil Raceway

Location: Indianapolis, IN

Facility Description: 0.686-mile oval; 2.5-mile road course, and a drag strip

Events: Chevrolet Performance U.S Nationals (National Hot Rod Association). No NASCAR events are currently scheduled at this time.

Principal Owner: National Hot Rod Association

Date Built: 1960

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@LucasOilRaceway](#)

NAMING RIGHTS: Lucas Oil purchased naming rights to the facility in January 2011, but details of the multi-year, multi-million dollar deal were not disclosed.

Facility Name: Martinsville Speedway

Location: Ridgeway, VA

Facility Description: 0.526-mile oval

Events: Alpha Energy Solutions 250 and Texas Roadhouse 200 Presented by Alpha Energy Solutions (NASCAR Camping World Truck Series); STP 500 and First Data 500 (NASCAR Sprint Cup); ValleyStar Credit Union 300 (NASCAR Whelen All-American Series)

Principal Owner: International Speedway Corp.

Date Built: 1947

Facility Cost (\$/Mil): N/A

Facility Financing: Privately funded by H. Clay Earles.

[Facility Website](#)

[@MartinsvilleSwy](#)

UPDATE: First Data announced it entered into a three-year agreement with the Martinsville Speedway to be the sponsor of the Monster Energy NASCAR Cup Series.

NAMING RIGHTS: N/A

Facility Name: Michigan International Speedway

Location: Brooklyn, MI

Facility Description: 2.0-mile tri-oval

Events: LTi Printing 200 (NASCAR Camping World Truck Series); Pure Michigan 400 and Firekeepers Casino 400 (NASCAR Sprint Cup); Irish Hills 250 (NASCAR Xfinity Series); Corrigan Oil 250 (ARCA Racing Series)

Principal Owner: International Speedway Corp.

Date Built: 1968

Facility Cost (\$/Mil): \$4-6

Facility Financing: Privately financed by Lawrence H. LoPatin.

[Facility Website](#)

[@MISpeedway](#)

NAMING RIGHTS: It was named Michigan International Speedway in 2000 after International Speedway Corp. bought the facility.

Facility Name: Mid-Ohio Sports Car Course

Location: Lexington, OH

Facility Description: 2.4-mile road course, 2.258 mile second road course

Events: Mid-Ohio Challenge (NASCAR Xfinity Series); Mid-Ohio Vintage Grand Prix; AMA Vintage Motorcycle Days; Honda Indy 200 (Verizon IndyCar Series); SCCA National Championship Runoffs

Principal Owner: Green Savoree Mid-Ohio, LLC

Date Built: 1962

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@Mid_Ohio](#)

NAMING RIGHTS: N/A

Facility Name: The Milwaukee Mile

Location: West Allis, WI

Facility Description: 1.0-mile oval, 1.8-mile infield road course

Events: No events are currently scheduled.

Principal Owner: State of Wisconsin

Date Built: 1903

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@MilwaukeeMile](#)

NAMING RIGHTS: N/A

Facility Name: New Hampshire Motor Speedway

Location: Loudon, NH

Facility Description: 1.058-mile oval; 1.6-mile road course

Events: Overton 200 (NASCAR Xfinity Series); Overton 301 (NASCAR Sprint Cup); Sunoco 100 (NASCAR Whelen Modified Tour); UNOH 175 (NASCAR Camping World Truck Series); MoveThatBlock.com 225 (IndyCar Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1990

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@NHMS](#)

UPDATE: In June 2017, it was announced that Overton's is the new entitlement sponsor for the XFINITY Series race and the NASCAR Cup Series race held at the New Hampshire Motor Speedway

NAMING RIGHTS: N/A

Facility Name: Phoenix International Raceway

Location: Avondale, AZ

Facility Description: 1.0-mile oval; 1.5-mile road course

Events: Can-Am 500 (NASCAR Sprint Series); Ticket Galaxy 200 (XFINITY Series); Lucas Oil 150 (NASCAR Camping World truck Series).

Principal Owner: International Speedway Corp.

Date Built: 1964

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)
[@PhoenixRaceway](#)

UPDATE: PIR is scheduled to undergo a \$178 million makeover to enhance fan experience. Plans include upgraded grandstands, infield area, more RV parking, new steel and metal exteriors, and moving the start and finish line. International Speedway Corp. will fund the entire cost of the renovations.

NAMING RIGHTS: International Speedway Corp. has engaged in naming-rights discussions as renovations approach. No information regarding naming-rights costs or potential partners has been released.

Facility Name: Pocono Raceway

Location: Long Pond, PA

Facility Description: 2.5-mile tri-oval

Events: Axalta presented the Pocono 400 and Overton's 400 (NASCAR Sprint Cup); Overton's 150 (NASCAR Camping World Truck Series); ABC Supply 500 (Verizon IndyCar Series); Pocono 200 Presented by Menards and Pennsylvania 125 Presented by Menards (ARCA Racing Series); Pocono Green 250 (XFINITY Series)

Principal Owner: Mattco Inc.

Date Built: 1971, ten-year renovation starting 1990

Facility Cost (\$/Mil): \$3 per year for Renovations starting in 1990

Facility Financing: Privately financed by the Mattioli Family.

[Facility Website](#)

[@poconoraceway](#)

UPDATE: In July 2017, Pocono Raceway and Overton's announced a multi-year partnership that includes title sponsorship rights through 2019 to the Camping World Truck Series and MONSTER NASCAR Cup Series races.

NAMING RIGHTS: N/A

Facility Name: Richmond International Raceway

Location: Richmond, VA

Facility Description: 0.75-mile oval

Events: Toyota Owners 400 and Federated Auto Parts 400 (NASCAR Sprint Cup); Virginia529 College Savings 250 and ToyotaCare 250 (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1946

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@RIRInsider](#)

UPDATE: Richmond Raceway and GEICO agreed to a sponsorship deal that makes GEICO the naming rights partner for the Restart Zone and the raceway's four campgrounds.

NAMING RIGHTS: The raceway was named Strawberry Hill until International Speedway Corp. bought them out in 1999. It was then renamed Richmond International Raceway.

Facility Name: Road America

Location: Elkhart Lake, WI

Facility Description: 4.048-mile road course, .8-mile karting road course

Events: Road America 180 Fired Up by Johnsonville (NASCAR Xfinity Series); Continental Tire Road Race Showcase (Tudor United SportsCar Championship); Verizon IndyCar Series KOHLER Grand Prix.

Principal Owner: Road America, Inc.

Date Built: 1955

Facility Cost (\$/Mil): N/A

Facility Financing: N/A

[Facility Website](#)

[@roadamerica](#)

UPDATE: In April 2017, Road America announced a partnership with CTECH Manufacturing. The deal includes naming rights to the Road America's Motorplex.

NAMING RIGHTS: N/A

Facility Name: Sonoma Raceway

Location: Sonoma, CA

Facility Description: 2.52-mile full road course, 1.99-mile NASCAR course, 2.22 IndyCar/Motorcycle Course

Events: Toyota-Save Mart 350 (NASCAR Sprint Cup); GoPro Indy Grand Prix of Sonoma (IndyCar); Toyota NHRA Sonoma Nationals (NHRA Mello Yello Drag Racing Event)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1968

Facility Cost (\$/Mil): \$70

Facility Financing: Privately financed by Robert Marshall Jr. and Jim Coleman.

[Facility Website](#)

[@RaceSonoma](#)

UPDATE: In addition to the Sprint Cup, Toyota has agreed to sponsor the NHRA Mello Yello Drag Racing Event, now renamed Toyota NHRA Sonoma Nationals. Also, Honda and Sonoma signed a three-year agreement making Honda the official vehicle for the GoPro Grand Prix through the 2018 season.

NAMING RIGHTS: In March 2012, Infineon did not renew their naming-rights contract, so track management is looking for a new company to take over the naming rights. Until then, it will remain the Sonoma Raceway.

Facility Name: Talladega Superspeedway

Location: Talladega, AL

Facility Description: 2.66-mile tri-oval

Events: Fred's 250 Powered by Coca-Cola (NASCAR Camping World Truck Series); Alabama 500 and GEICO 500 (NASCAR Sprint Cup); Sparks Energy 300 (NASCAR Xfinity Series)

Principal Owner: International Speedway Corp.

Date Built: 1969

Facility Cost (\$/Mil): \$4

Facility Financing: Privately funded by William H.G. France, founder of NASCAR and International Speedway Corp.

[Facility Website](#)

[@TalladegaSuperS](#)

UPDATE: GEICO extended its multiyear partnership with International Speedway Corp. GEICO will continue its entitlement for the GEICO 500 and the naming rights to Talladega Superspeedway's campgrounds.

NAMING RIGHTS: The speedway was renamed Talladega Superspeedway after International Speedway Corp. bought the facility in 1989.

Facility Name: Texas Motor Speedway

Location: Ft. Worth, TX

Facility Description: 1.50-mile quad-oval

Events: My Bariatric Solutions 300 and Longhorn 350 (NASCAR Camping World Truck Series); O'Reilly Auto Parts 500 and AAA Texas 500 (NASCAR Sprint Cup); O'Reilly Auto Parts 300 and My Bariatric Solutions 300 (NASCAR Xfinity Series); Rainguard Water Sealers 600 (Verizon IndyCar Series)

Principal Owner: Speedway Motorsports Inc.

Date Built: 1996

Facility Cost (\$/Mil): \$250

Facility Financing: N/A

[Facility Website](#)

[@TXMotorSpeedway](#)

UPDATE: In March 2017, Texas Motor Speedway finished a two-month project that included resurfacing and renovating the speedway.

NAMING RIGHTS: When Speedway Motorsports Inc. bought the track, they wanted to have "Motor Speedway" included in the name, but in 1996, a small dirt racetrack filed suit to use that same name. The two came to an agreement for the track to be named Texas Motor Speedway. The small track is currently named Texas Thunder Speedway.

Facility Name: Watkins Glen International

Location: Watkins Glen, NY

Facility Description: 3.4-mile grand prix course, another 3.4-mile grand prix course, and 2.45-mile short road course,

Events: I Love New York 355 at the Glen (NASCAR Sprint Cup); Zippo 200 at the Glen (NASCAR Xfinity Series); Six Hours of the Glen (IMSA United SportsCar Championship)

Principal Owner: International Speedway Corp.

Date Built: 1953

Facility Cost (\$/Mil): N/A

Facility Financing: Privately financed by Cameron Argetsinger.

[Facility Website](#)

[@WGI](#)

NAMING RIGHTS: In 1983, Corning Enterprises partnered with International Speedway Corporation to purchase the track and rename the track to Watkins Glen International.