



## MOTORSPORTS

{Appendix 6, to **Sports Facility Reports, Volume 16**}  
Research completed as of August 12, 2015

### 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:** Atlanta 200 and Sumit Racing Equipment Atlanta Motorama (NASCAR Camping World Truck Series); AdvoCare 500 and NASCAR Sprint Cup Series Qualifying (NASCAR Sprint Cup); Atlanta 300 (NASCAR Nationwide Series); SCCA Autocross; BMW Club Autocross; and Folds of Honor Quiktrip 500 (NASCAR Xfinity 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](#)

Twitter: @amsupdates

**UPDATE:** Great Clips and Feed the Children, a non-profit organization, partnered to jointly sponsor the NASCAR Nationwide Series race in August 2014. The new name for the race will be the Great Clips 300 Benefitting Feed the Children.

In February 2015, the Xfinity Series came back to the Speedway, and Hisense was named the title sponsor for the event that kicked off a unique double header in the second stop of the 2015 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); Royal Purple 300 (NASCAR Nationwide Series); IZOD IndyCar Series Championship Finale and MATV 500 (IndyCar Series); and Drive4Clots.com 300 (NASCAR Xfinity 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](#)

Twitter: @ACSupdates

**UPDATE:** In April 2015, the MATV 500 Verizon INDYCAR Series returned to the Auto Club Speedway. The series considers the track one of the fastest in the world. It holds the world record for the fastest lap of over 241 mph in 2000. The record still stands today.

**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 IRWIN Tools Night Race (NASCAR Sprint Cup); Drive to Stop Diabetes 300 and Food City 300 (NASCAR Nationwide Series); UNOH 200 (NASCAR Camping World Truck Series); USAR Hooters ProCup Series (ASA Late Model Series); NASCAR Whelen Modified Tour; and Thundervalley Nationals (NHRA Full Throttle 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](#)

Twitter: @BMSupdates

**UPDATE:** Bristol Motor Speedway officials announced ZLOOP Computer and Electronics Recycling Centers as the presenting sponsor of the mid-week NASCAR Camping World Truck Series event held in August 2014.

In 2015, the speedway announced a multi-year sponsorship renewal with Lilly Diabetes that sponsors the Bristol Xfinity Race to highlight the growing diabetes epidemic. The speedway also

expanded their partnership with Bush's Beans to sponsor Pole Day in support of the Food City 500 race weekend

**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:** 1<sup>st</sup> Annual Canadian Tire Motorsports Park Event (NASCAR Camping World Truck Series); Clarington 200 (NASCAR Canadian Tire Series); and Mobil 1 SportsCar Grand Prix (United Sports car Championship)

**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](#)

Twitter: @CTMPOfficial

**UPDATE:** In 2015, Canadian Tire decided it would end its decade-long partnership with the NASCAR Canadian Tires Series. They will continue to sponsor Canadian Motorsports Park and support the drivers. The end of the partnership is supposed to bring new life to the CASCAR series in Canada.

**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:** North Carolina Education Lottery 200 and North Carolina 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); History 300 and Dollar General 300 (NASCAR Nationwide Series); Hisense 300 and Drive for the Cure 300 (NASCAR Xfinity Series); UNOH Southern Slam; and Whelen Southern Modified Tour

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 1960

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

**Facility Financing:** Privately financed by O. Bruton Smith.

[Facility Website](#)

Twitter: @CLTMotorSpdwy

**UPDATE:** In February 2015, Hisense announced it would sponsor the NASCAR Xfinity Series Hisense 200 at Charlotte Motor Speedway. Racing's Denny Hamlin will race the NASCAR Xfinity Series in the No. 20 Hisense Toyota Camry for the brand. Hisense continues to expand throughout the United States through NASCAR.

**NAMING RIGHTS:** After its contract with Lowe's Home Improvement expired, the speedway once again became Charlotte Motor Speedway.

## **Facility Name: Chicagoland Speedway**

**Location:** Joliet, IL

**Facility Description:** 1.5-mile tri-oval

**Events:** Lucas Oil 25 NASCAR Camping World Truck Series (NASCAR Camping World Truck Series); MyAFibStory.com 400 (NASCAR Sprint Cup Series); and Owens Corning AttiCat 300 and Furious 7 300 (NASCAR Xfinity Series)

**Principal Owner:** International Speedway Corp.

**Date Built:** 2001

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @ChicagolndSpdwy

**Update:** In May of 2015, Anderson Promotions conducted an oval test at Chicagoland Speedway for the first time since 2010. It was the first time any oval test was held at the track.

Also in 2015, Chicagoland announced a deal with Lucas Oil as the title sponsor of the NASCAR Camping World Truck Series. The terms of the deal were not disclosed. Chicagoland also went into a three-year sponsorship deal with Jimmy John's to be the namesake of the Jimmy John's Freaky Fast 200, which occurs a day after the Lucas Oil event.

**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](#)

Twitter: @GrandPrixF1Can

**UPDATE:** A \$30 million dollar track renovation is expected to be completed by 2017. The City of Montreal entered into an agreement for \$12.4 million for the presentation at the Grand Prix until 2024 at the park.

**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 Nationwide Series); and Silver Crown Showdown at Darlington (USAC Silver Crown Series)

**Principal Owner:** International Speedway Corp.

**Date Built:** 1950

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

**Facility Financing:** Privately financed by Harold Brasington.

[Facility Website](#)

Twitter: @TooToughToTame

**UPDATE:** In 2015, Darlington Raceway announced that BoJangles would be back to sponsor the BoJangles Southern 500 on Labor Day weekend. They extended their entitlement to the race until 2019.

**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:** Sprint Unlimited, Budweiser Duel 1 & 2, Daytona 500, and Coke Zero 400 powered by Coca-Cola (NASCAR Sprint Cup); Alert Today Florida 300 and NextEra and Subway Firecracker 250 (NASCAR Xfinity Series); and Energy Resources 250 (NASCAR Camping World Truck Series)

**Principal Owner:** International Speedway Corp.

**Date Built:** 1959

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @DISupdates

**UPDATE:** There has been ongoing renovations at the speedway. In February 2014, the speedway announced that Kingspan Insulated Panels was the first partner in the “We Built Daytona” platform

for the DAYTONA Rising redevelopment project. Also in February 2014, construction began in the tri-oval area between pit road and the start/finish line to create the demanding and challenging course for the Daytona Supercross By Honda. In July 2015, the iconic Daytona sign that greeted spectators since 1994 was demolished.

**NAMING RIGHTS:** N/A

## **Facility Name: Dover International Speedway**

**Location:** Dover, DE

**Facility Description:** 1.0-mile oval

**Events:** Lucas Oil 200 (NASCAR Camping World Truck Series); AAA 400 and FedEx 400 benefiting Autism Speaks (NASCAR Sprint Cup); and Buckle Up 200 and Hisense 200 (NASCAR Xfinity Series)

**Principal Owner:** Dover Motorsports, Inc.

**Date Built:** 1969

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @MonsterMile

**UPDATE:** For the 2015 season, Dover International Speedway officials installed a catch fence on May 29<sup>th</sup> that will contain the most up to date technologies.

**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:** Inaugural Midsummer Classic (NASCAR Camping World Truck Series) and The Kings Royal (midget, sprint, silver crown, World 100 all a part of World of Outlaws Spring Car Series USAC)

**Principal Owner:** Tony Stewart

**Date Built:** 1954

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @EldoraSpeedway

**UPDATE:** For the first time in 2015, the speedway put together a double header of the World of Outlaws Sprint Car Series and the United States Auto Club National Sprint Cars. The two have never been featured together before in the same night, and the race debuted during the 2015 season.

**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 Nationwide Series); and Ford EcoBoost 400 (NASCAR Sprint Cup)

**Principal Owner:** International Speedway Corp.

**Date Built:** 1995

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @HomesteadMiami

**UPDATE:** In 2015, the speedway and Shula's Hotel and Golf Club in Miami Lakes entered into a partnership, making the hotel the preferred hotel of Homestead-Miami Speedway. They will be prominent in signage at the track during the course of the Ford race weekend and will provide shuttle services for guests to and from the track during the weekend.

**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:** Crown Royal presents the "Your Hero's Name Here" 400 at the Brickyard (NASCAR Sprint Cup); Indianapolis 500 and Grand Prix of Indianapolis (IndyCar); and Red Bull Indianapolis GP (FIM MotoGP)

**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](#)

Twitter: @IMS

**UPDATE:** On July 1, 2014, a ribbon-cutting ceremony was held to mark the opening of the Indianapolis Motor Speedway Solar Farm, which is located adjacent to the backstretch of the track. The Solar Farm is the largest of its type at any sporting facility worldwide.

Indianapolis officials are renovating Indianapolis Motor Speedway and plan to be done by May 2016. The project will cost roughly \$90 million to improve gateway entrances, grandstand seating, and overall fan experience. Upgrades will start in the offseason. They also plan to add more elevators to make the Speedway more handicapped friendly.

Also in 2015, the naming rights for the Brickyard 400 was awarded to one of five finalists of “Your Hero’s Name Here” program. This program put a deserving hero’s name in the naming rights deal for the 2015 Brickyard race. This was the ninth time Crown Royal awarded their naming rights to an adult fan. The hero chosen was Jeff Kyle.

**NAMING RIGHTS:** N/A

## **Facility Name: Iowa Speedway**

**Location:** Newton, IA

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

**Events:** American Ethanol 200 presented by Enogen (NASCAR Camping World Truck Series); 3M 250 and U.S. Cellular 250 (NASCAR Xfinity Series); and 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](#)

Twitter: @iowaspeedway

**UPDATE:** In 2015, Iowa Speedway announced 3M will be the title sponsor for the NASCAR Xfinity Race Series race called the 3M 250. As a part of the new partnership, 3M will integrate its products throughout the speedway to improve fan experience. For example, they will include a designated ‘selfie’ picture taking area.

**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); SpongeBob SquarePants 400 and Hollywood Casino 400 (NASCAR Sprint Cup); Kansas Lottery 300 (NASCAR Xfinity Series); and SFP Grand Prix (GRAND-AM Road Racing),

**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](#)

Twitter: @kansasspeedway

**UPDATE:** In 2015, Nickelodeon announced a title sponsorship of the SpongeBob SquarePants 400 at Kansas Speedway. This allows Nickelodeon, the number one entertainment brand for kids, to expand its relationship with NASCAR and give a high quality race experience for the whole family to enjoy.

**NAMING RIGHTS:** N/A

## **Facility Name: Kentucky Speedway**

**Location:** Sparta, KY

**Facility Description:** 1.5-mile tri-oval

**Events:** UNOH 225 (NASCAR Camping World Truck Series); ,Quaker State 400 (NASCAR Sprint Cup); Kentucky 300 and VisitMyrtleBeach.com 300 (NASCAR Xfinity Series); and ZLOOP 150 (ARCA Series)

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 2000

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @kyspeedway

**UPDATE:** In April 2015, LiftMaster announced it would be the first pole sponsor in Kentucky Speedway history. They have a one-year deal that includes an option to extend. The deal cost the company less than six figures. The pole deal takes place at the Quaker State 400. In return, they will get signage, hospitality, activations space, and digital messaging.

**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:** Rhino Linings 350 (NASCAR Camping World Truck Series); Kobalt Tools 400 (NASCAR Sprint Cup); Boyd Gaming 300 (NASCAR Xfinity Series); Global RallyCross Championship (NHRA Mello Yello Drag Racing Series); and Toyota NHRA Nationals (National Hot Rod Association)

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 1996

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @LVMotorSpeedway

**UPDATE:** In 2015, Toyota was named official vehicle of Las Vegas Motor Speedway. The multi-year deal allows a great opportunity to further involve Toyota in NASCAR, including showcasing the new production Camry and redesigned Camry racecar for the Speedway's upcoming races.

In 2015, the speedway also announced that Lowe's Companies Inc. and Stratosphere Casino Hotel and Tower agreed to a multi-year deal to remain title sponsors of the Kobalt 400 race and pole day. They have been the title sponsors for the last five years.

**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](#)

Twitter: @LucasOilRaceway

**UPDATE:** Lucas Oil Products extended their series sponsorship through the end of 2015. This allows for the continued naming rights at Lucas Oil Raceway at Indianapolis and its series sponsorship with NHRA Lucas Oil Drag Racing Series. Aspects of the deal include broadcast

elements, on-site display, signage, ability to utilize the NHRA official logo on products, and the opportunity to conduct consumer promotions.

**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:** Kroger 250 and Kroger 200 (NASCAR Camping World Truck Series); STP Gas Booster 500 and Goody's Headache Relief Shot 500 (NASCAR Sprint Cup); and 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](#)

Twitter: @MartinsvilleSwy

**UPDATE:** In July 2015, Martinsville Speedway announced that Virginia Lottery renewed their NASCAR Sprint Cup Pole Day sponsorship through the spring of 2016 for the Goody's Headache Relief Shot 500 and Kroger races.

Goody's also announced they will renew their sponsorship deal with the speedway through 2016. It will be the 29th year of involvement with Martinsville and the 36<sup>th</sup> race at the track. Also, the Martinsville DuPont Credit Union changed its name to ValleyStar Credit Union, so the stock race at the speedway will change its name to the Valley Star Credit Union 300 and remain at Martinsville Speedway.

**NAMING RIGHTS:** N/A

## **Facility Name: Michigan International Speedway**

**Location:** Brooklyn, MI

**Facility Description:** 2.0-mile tri-oval

**Events:** VFW 200 (NASCAR Camping World Truck Series); Quicken Loans 400 and Pure Michigan 400 (NASCAR Sprint Cup); Ollie's Bargain Outlet 250 (NASCAR Xfinity Series); and 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](#)

Twitter: @MISpeedway

**UPDATE:** In 2015, the speedway announced a partnership with Great Clips and Paralyzed Veterans of America to sponsor the June Xfinity Series race at the speedway. July through August of 2015, Great Clips patrons will receive a coupon toward a haircut with every four dollars donated to Paralyzed Veterans of America. This is the first time Great Clips has sponsored a race at this track. The deal allows the organization to market its brand through television, radio, print, and social mediums on a nationwide scale to benefit the veterans.

**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:** Nationwide Children's Hospital 200 (NASCAR Xfinity Series) and Honda 200 (Verizon IndyCar Series)

**Principal Owner:** Green Savoree Mid-Ohio, LLC

**Date Built:** 1962

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @FollowMidOhio

**UPDATE:** In July 2015, IndyCar announced the introduction of a new technology that will track each car's running position and display it on LED panels on the side of each racecar. It will be implemented at Mid-Ohio at the Indy 200 in August. The running order of the cars will be updated as the cars cross the timing and scoring timelines embedded around the racetrack.

**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:** ABC Supply Wisconsin 250 (Verizon IndyCar Series) and Milwaukee 100 (Indy Lights). No NASCAR events are currently scheduled.

**Principal Owner:** State of Wisconsin

**Date Built:** 1903

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @MilwaukeeMile

**UPDATE:** In 2015 for the ABC Supply CO. Inc. Wisconsin 250, DHL will return as the Official Express and Logistics Provider. Capping off its major sponsorship of the two-day festival by delivering the trophy to the winner of the race. This will be DHL's fourth consecutive year as a sponsor at IndyFest.

**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:** Lakes Region 200 (NASCAR Xfinity Series); 5 Hour Energy 301 and Sylvania 300 (NASCAR Sprint Cup); Sunoco 100 (NASCAR Whelen Modified Tour); UNOH 175 (NASCAR Camping World Truck Series); and MoveThatBlock.com 225 (IndyCar Series)

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 1990

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @NHMS

**UPDATE:** It was announced in July 2014 that Sunoco would be the title sponsor of the new NASCAR Whelen Modified Tour event for the Sunoco 100 at the speedway. As a part of the agreement, victory lane was officially renamed to the Sunoco Victory Lane.

In July 2015, the speedway officials announced 5-Hour Energy would be a title sponsor for the 5-hour ENERGY 301 in July 2015. The race will cap off the Magic Mile's 25<sup>th</sup> Anniversary weekend. They are also a sponsor of Clint Bowyer's #15 Toyota, who is a two-time New Hampshire Motor Speedway winner.

**NAMING RIGHTS:** N/A

## **Facility Name: Phoenix International Raceway**

**Location:** Avondale, AZ

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

**Events:** Lucas Oil 150 (NASCAR Camping World Truck Series); Camping World 500 and Quicken Loans race for Heroes 500 (NASCAR Sprint Cup); Axalta Faster. Tougher. Brighter. 200 and DAV 200 (NASCAR Xfinity Series); Toyota 120 (NASCAR Mexico Series); and Casino Arizona 50 (NASCAR K&N Pro Series West)

**Principal Owner:** International Speedway Corp.

**Date Built:** 1964

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @PhoenixRaceway

**UPDATE:** For the 2015 season, the raceway will honor Jeff Gordon's last full season by renaming the Phoenix International Raceway to Jeff Gordon Raceway. The one-mile oval will be in his name for the Quicken Loans Race for Heroes 500. Gordon has four career wins at this facility, and this season will be his last at the raceway. The facility thought the name was a good way to honor his last season.

**NAMING RIGHTS:** N/A

## **Facility Name: Pocono Raceway**

**Location:** Long Pond, PA

**Facility Description:** 2.5-mile tri-oval

**Events:** Axalta "We Paint Winners" 400 and Windows 10 400 (NASCAR Sprint Cup); Pocono Mountains 125 (NASCAR Camping World Truck Series); ABC Supply 500 (Verizon IndyCar Series); and Pocono 200 Presented by Menards and Pennsylvania 125 Presented by Menards (ARCA Racing 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](#)

Twitter: @poconoraceway

**UPDATE:** In July 2014, Pocono Raceway announced that it signed a multi-year partnership with Bernard Richards Manufacturer, an international watchmaker. Bernard Richards Manufacturer will serve as the "Official Timekeeper of Pocono Raceway" for all of the Raceway's major events.

In 2015, Axalta bought the naming rights for the now Axalta "We Paint Winners" 400. They will paint a blue and white Penn State car for Jeff Gordon while he drives in the race. Axalta inherited the Gordon Sponsorship, which now is running at twenty-three years, which is the longest continuous arrangement in NASCAR.

In August 2015, Pocono Raceway and Microsoft announced the renaming of the Trick Triangle NASCAR Series Sprint Cup to Windows 10 400. The name change will come two days after the launch of Windows 10, and the operating system will be offered as a free upgrade to customers with qualified Windows systems.

**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); and Virginia 529 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](#)

Twitter: @RIRInsider

**UPDATE:** In April 2015, Richmond International Raceway and M&M's Crispy brand brought the M&M's Crispy Pole Qualifying for the Toyota Owners 400.

**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 (NASCAR Xfinity Series) and Continental Tire Road Race Showcase (Tudor United SportsCar Championship)

**Principal Owner:** Road America, Inc.

**Date Built:** 1955

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @roadamerica

**UPDATE:** Road America invested millions to increase fan experience in 2015 by adding four new LED video display boards, new terrace seating, and improved access to viewing areas. The track was also resurfaced in several areas to improve experience for participants.

**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); and NHRA Full Throttle Drag Racing Series (National Hot Rod Association).

**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](#)

Twitter: @RaceSonoma

**UPDATE:** In June 2015, Tito's Handmade Vodka was named as an official sponsor of Sonoma Raceway. They will host a full-service bar on all three major race weekends hosted by the raceway. It will offer race-themed drinks and be featured at satellite concession stands around the facility. The agreement also includes vendor display, signage, and other assets for race weekends. Its product will also be featured in all the hospitality menus. The length and cost of the agreement were not mentioned.

**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); and the Winn-Dixie 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](#)

Twitter: @TalladegaSuperS

**UPDATE:** For the 2015 season, Talladega Speedway is in the process of making its track safer. It added an energy absorbing barrier to three areas of its inside wall and added SAFER barriers on its inside wall at the entrances to pit road. It plans to utilize all available tools to ensure the safety



of drivers and fans. The speedway is adding these new safety technologies after Kyle Busch, who is one of NASCAR's biggest stars, crashed racing in May 2015.

**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:** WinStar World Casino 400 and WinStar World Casino 350 (NASCAR Camping World Truck Series); Duck Commander 500 and AAA Texas 500 (NASCAR Sprint Cup); O'Reilly Auto Parts 300 and O'Reilly Auto Parts Challenge (NASCAR Xfinity Series); and Firestone 600 (Verizon IndyCar Series)

**Principal Owner:** Speedway Motorsports Inc.

**Date Built:** 1996

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @TXMotorSpeedway

**UPDATE:** In 2015, Texas Motor Speedway and Levy Restaurants partnered to bring in the Hawg Heaven Queso Wing to concessions at the speedway. It will make its debut at the Duck Commander 500. The Hawg concession line began in 2013 with its bacon cotton candy and bacon-infused beer milkshakes. Hawg Heaven also will have bacon-infused nachos available during the Duck Commander weekend.

**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:** Cheez-It 355 at the Glen (NASCAR Sprint Cup); Zippo 200 (NASCAR Xfinity Series); and 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](#)

Twitter: @WGI

**UPDATE:** There will be a complete re-paving of the track after the 2015 season, which includes removing the entire race surface. It will be funded by the track's owner (International Speedway Corporation) and by a grant from the State of New York. The state will grant \$2.25 million to the resurfacing, and the track owner will pay \$12 million.

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