



MOTORSPORTS

{Appendix 6, to **Sports Facility Reports, Volume 14**}
Research completed as of July 11, 2013

Facility Name: Atlanta Motor Speedway

Location: Hampton, GA

Facility Description: 1.54 mile quad-oval

Events: Atlanta 200 (NASCAR Camping World Truck Series), AdvoCare 500 (NASCAR Sprint Cup), Atlanta 300 (NASCAR Nationwide 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 Jeff Foxworthy's Grit Chips have partnered to jointly sponsor the NASCAR Nationwide Series race in August 2013. The new name for the race will be the Great Clips/Grit Chips 300.

In June 2013, Jake's Ice Cream was announced as the official ice cream of Atlanta Motor Speedway for the next three years. Financial terms of the deal were not disclosed.

Atlanta Motor Speedway announced in April 2013 that fans will be able to experience more at this year's AdvoCare 500 event. Fans will have the option of purchasing a High Speed Hospitality ticket upgrade that will entitle them to an infield hospitality package. The package includes a pit tour, food and beverage, a cash bar, and live entertainment.

In January 2013, Atlanta Motor Speedway unveiled its new 250-foot NHRA quality concrete launch pad. The launch pad will allow for racers to take advantage of new laser technology for more accurate timing results.

Despite undergoing normal off-season maintenance in late 2012, General Manager Ed Clark expressed that the track will not be repaved in the foreseeable future.

The Elliot Suite, a giant suite above the Elliot Grandstands, opened in 2012.

NAMING RIGHTS: N/A

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 (IndyCar)

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: Auto Club Speedway announced in March 2013 that Fuzzy's Ultra Premium Vodka would sponsor the Pit Box Lounge. The agreement extends Fuzzy's current partnership agreement with Auto Club Speedway an additional two years. Prior to this new deal, Fuzzy's had an agreement as the title sponsor for victory lane.

For the Auto Club 400 at Auto Club Speedway, Wal-Mart opened a temporary store in the infield of the track to serve patrons during the race weekend.

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 to be \$50–75 million.

Facility Name: Bristol Motor Speedway

Location: Bristol, TN

Facility Description: 0.533 mile concrete oval

Events: Food City 500 (NASCAR Sprint Cup), IRWIN Tools Night Race (NASCAR Sprint Cup), Jeff Foxworthy's Grit Chips 300 (NASCAR Nationwide Series), Food City 250 (NASCAR Nationwide Series), UNOH 200 (NASCAR Camping World Truck 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: In December 2012, Bristol Motor Speedway set a record for weekend attendance at its Ford Speedway in Lights Christmas lighting event. Over 20,000 people attended a weekend in early December. The lights are set up in early November and run through the holiday season.

In October 2012, Bleacher Report named Bristol Motor Speedway the best place to watch a race.

NAMING RIGHTS: N/A

Facility Name: Canadian Tire Motorsports Park

Location: Bowmanville, Ontario, Canada

Facility Description: 2.459 mile road course

Events: 1st Annual Canadian Tire Motorsports Park Event (NASCAR Camping World Truck Series)

Principal Owner: Canadian Motorsports Ventures Ltd.

Date Built: 1961

Facility Cost (\$/Mil): .5

Facility Financing: N/A

[Facility Website](#)

Twitter: @CTMPOfficial

UPDATE: For the first time in Canadian history, NASCAR's Camping World Truck Series will race at Canadian Tire Motorsports Park. Chevrolet will be the title sponsor of the race, which will take place on Labor Day weekend. The name of the race will be the Chevrolet Silverado 250.

As a result of the partnership between Mosport and Canadian Tire, renovations are occurring at the track. Included in the renovations is the tearing down of Castrol Tower, which has stood for more than fifty years. In addition, the track is being redone, and pit row is being extended. Improvements are supposed to be finished in 2013.

NAMING RIGHTS: In February 2012, Mosport and Canadian Tire announced a partnership. 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 (NASCAR Camping World Truck Series), Sprint All-Star Race (NASCAR Sprint Cup), NASCAR Sprint Showdown (NASCAR Sprint Cup), Coca-Cola 600 (NASCAR Sprint Cup), Bank of America 500 (NASCAR Sprint Cup), History 300 (NASCAR Nationwide Series), Dollar General 300 (NASCAR Nationwide Series)

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: Construction on six new pit road suites at Charlotte Motor Speedway began in March 2013. The suites, which can accommodate up to fifteen people and sit eleven feet above pit road, are an addition to the tracks original suites that were built in 2012. The suites were completed prior to the NASCAR Sprint All-Star Race on May 18.

In December 2012, Charlotte Motor Speedway was home to one of the largest light shows in the nation. As part of the track's Speedway Christmas, an ice rink was assembled in the infield. Three million LED lights were used to assemble the lights display.

NAMING RIGHTS: After the expiration of the contract with Lowe's Home Improvement, the speedway is once again the Charlotte Motor Speedway.

Facility Name: Chicagoland Speedway

Location: Joliet, IL

Facility Description: 1.5 mile tri-oval

Events: NASCAR Camping World Truck Series 225 (NASCAR Camping World Truck Series), Geico 400 (NASCAR Sprint Cup), Dollar General 300 Powered by Coca-Cola (NASCAR Nationwide Series), STP 300 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 2001

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @ChicagolndSpdwy

Update: Chicagoland Speedway, Route 66 Raceway, and MillerCoors announced in March 2013 that a multi-year sponsorship renewal had been reached that keeps Miller Lite as the Official

Beer at both facilities. As part of the deal, Miller Lite received exclusive marketing rights. Financial terms of the deal were not disclosed.

In August 2012, Chicagoland Speedway announced several new additions for fan amenities at the track. First, the Speedway has a new mobile app to keep race fans updated on the latest news at the track. Next, parking will be free in 2013 for all fans. Crossover gates were installed to allow fans the chance to go between the infield and the main stands at the track. This should improve the fan race day experience, making it easier for sign-and-meet sessions with the racers. Lastly, Levy Restaurants will present new food options at the track.

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), NAPA Auto Parts 200 presented by Dodge (NASCAR Nationwide Series)

Principal Owner: City of Montreal

Date Built: 1977

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @GrandPrixF1Can

UPDATE: Track renovations are expected at some point in the near future. However, plans are currently being reassessed as initial projections of \$25 million in renovations have ballooned to the \$40 million range. As a result of the higher quote, the track is being reassessed and a new deal with Formula One has been delayed.

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)

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: For the second year in a row, the Veterans of Foreign Wars of the United States and Sport Clips Haircuts sponsored the NASCAR Nationwide Series event in May 2013. The sponsorship deal was announced in late March 2013.

In an effort to enhance the fan experience, Darlington Raceway unveiled its new mobile app and improved website in March 2013. The app provides fans with updates about the track and event information. The improved website offers a more streamlined format that allows for fans to navigate around the site with ease.

NAMING RIGHTS: N/A

Facility Name: Daytona International Speedway

Location: Daytona Beach, FL

Facility Description: 2.5 mile tri-oval

Events: Bud Shootout (NASCAR Sprint Cup), Gatorade Duel 1 & 2 (NASCAR Sprint Cup), NextEra Energy Resources 250 (NASCAR Camping World Truck Series), Daytona 500 (NASCAR Sprint Cup), Coke Zero 400 powered by Coca-Cola (NASCAR Sprint Cup), Drive4COPD 300 (NASCAR Nationwide Series), Subway Jalapeño 250 powered by Coca-Cola (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1959

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @DISupdates

UPDATE: After announcing plans of extensive renovations in late February 2013, Daytona International Speedway broke ground on the project on July 5, 2013. The project is slated for completion in January 2016. All total, the renovations are expected to cost \$400 million and will see extensive work on the grandstand area of the track. Original plans for the renovations called

for more work to be done, but the track scaled back plans after state legislators failed to pass a sales-tax rebate that, had it passed, would have given the track a \$100 million state subsidy.

Officials at Daytona have discussed a desire to hold other sporting events at the historic track once renovations are complete. Track President Joie Chitwood III discussed how the facility has limitless opportunities, including hosting football, basketball, or even hockey games in the future.

On February 23, 2013, during the Nationwide event, a last-lap crash caused major damage to the fence protecting the grandstands and sent several people to the hospital. Kyle Larson's car was flipped into the fence, and part of his tire went into the stands. The fence was repaired overnight in order to hold the Daytona 500 the next day.

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 (NASCAR Sprint Cup), FedEx 400 benefiting Autism Speaks (NASCAR Sprint Cup), 5-Hour Energy 200 (NASCAR Nationwide Series), Dover 200 (NASCAR Nationwide 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 2013 season, Dover International Speedway has instituted a ticketless seating system. By using a credit card system, the track recognizes the credit card that has bought seats and allows that cardholder access. One of the benefits of this system is that theft and fraud for ticket purchasers is extremely low.

Additionally, starting with the May 29–June 2, 2013 NASCAR race weekend, a new, multi-year partnership will go into effect between ACME and Dover International Speedway. The agreement makes ACME the official grocery store of the speedway, on top of allowing the chain to bring a 2,500-square-foot convenience tent store to the track during race weekend.

In April 2013, FedEx, Autism Speaks, and Dover International announced that for the third straight year, FedEx would be the title sponsor for the NASCAR Sprint Cup Race on Sunday, June 2, 2013. Also, for the second year, the race featured a sensory friendly area in the grandstands for those on the autism spectrum and their families.

For the September race weekend in 2012, Dover allowed on-site tent camping. For \$100, purchasers were allowed to place a tent at the track and were provided with access to shower systems, portajohns, and a pop-up supermarket.

Also in 2012, Dover International teamed up with FanVision Entertainment, LLC, to provide race goers with handheld electronics to better follow race day action. For \$59.99, fans can purchase the handheld device that allows individuals to follow up to three racers on race day using a four-inch video screen.

NAMING RIGHTS: N/A

Facility Name: Eldora Speedway

Location: Rossburg, OH

Facility Description: 0.5 mile clay oval

Events: Inaugural Midsummer Classic (NASCAR Camping World Truck Series)

Principal Owner: Tony Stewart

Date Built: 1954

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @EldoraSpeedway

UPDATE: NASCAR is returning to Eldora in 2013. A Camping World Truck Series event is scheduled for July 24, 2013. The race at Eldora marks NASCAR's first scheduled national series race on a dirt track since September 1970.

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), 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: Homestead-Miami Speedway once again hosted the City of Homestead's annual Fourth of July celebration.

NAMING RIGHTS: N/A

Facility Name: Indianapolis Motor Speedway

Location: Indianapolis, IN

Facility Description: 2.5 mile oval; 2.605 mile road course

Events: Crown Royal presents the “Your Hero’s Name Here” 400 at the Brickyard (NASCAR Sprint Cup), Indiana 250 (NASCAR Nationwide Series), Indianapolis 500 (IndyCar)

Principal Owner: The Hulman-George Family

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: In early 2013, Indianapolis Motor Speedway announced they were updating their grandstands to make them compliant with the Americans with Disabilities Act. Among the changes will be the addition of wheelchair seating, wheelchair ramps, and changes to the parking set-up. The project is expected to take two and a half years. As a result of the ADA violations, the Speedway is required to file a report with the U.S. Attorney every ninety days for the next two years detailing compliance. After the two-year period, the Speedway is required to file a report every six months.

Also, in February 2013, the State Senate of Indiana passed a bill that would give \$5 million a year for the next twenty years in tax revenue generated from the track back to the track for renovations/improvements. Right now, the tax revenue goes into a general fund for the state. Ideas for renovations have included adding lights and better video screens.

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), DuPont Pioneer 250 (NASCAR Nationwide Series), U.S. Cellular 250 presented by Enlist Weed Control System (NASCAR Nationwide Series), Iowa Corn Indy 250 (IndyCar)

Principal Owner: U.S. Motorsport Corp.

Date Built: 2005

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: It was announced in late June 2013 that Syngenta and its Enogen brand seed corn would be presenting the American Ethanol 200 NASCAR Camping World Truck Series race. The newly titled American Ethanol 200 presented by Enogen will take place in mid-July 2013.

NAMING RIGHTS: N/A

Facility Name: Kansas Speedway

Location: Kansas City, KS

Facility Description: 1.5 mile tri-oval

Events: SFP 250 (NASCAR Camping World Truck Series), STP 400 (NASCAR Sprint Cup), Hollywood Casino 400 (NASCAR Sprint Cup), Kansas Lottery 300 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 2001

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @kansasspeedway

UPDATE: In February 2013, Kansas Speedway announced a deal with PayPal to allow customers to purchase tickets online and pay for them over a six-month period.

In August 2012, racers were allowed back on the track for the first time since renovations began in April 2012. Renovations to the track included a repaving of the track, adding banking to turns, and a new infield road course.

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), Kentucky 201 (NASCAR Camping World Truck Series), Feed the Children 300 (NASCAR Nationwide Series), Quaker State 400 (NASCAR Sprint Cup), Kentucky 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 2000

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @kyspeedway

UPDATE: Advance Auto Parts was announced in May 2013 as the first presenting sponsor of the NASCAR Sprint Cup Series Quaker State 400. Also for the race weekend in June 2013, the speedway painted its retaining walls Quaker State green in celebration of Quaker State's new Ultimate Durability Full Synthetic Motor Oil.

In April 2013, the National Weather Service recognized Kentucky Speedway as a StormReady Supporter for outdoor venues. The speedway joins Talladega Superspeedway and Indianapolis Motor Speedway as the only three speedways to garner recognition.

Kentucky Speedway is adding a September NASCAR Nationwide Series event for the second time in history when the track hosts the Kentucky 300 in 2013.

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

Events: Smith's 350 (NASCAR Camping World Truck Series), Kobalt Tools 400 (NASCAR Sprint Cup), Sam's Town 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1996

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @LVMotorSpeedway

UPDATE: In March 2013, Las Vegas Motor Speedway extended its sponsorship agreement with Lowe's, ensuring that Lowe's would remain the title sponsor of the NASCAR Sprint Cup race. Terms of the deal were not released.

The Kobalt Social Media Command Center made its debut at Las Vegas Motor Speedway's NASCAR Weekend in March 2013. Located in the Neon Garage, the social media center connected with fans throughout the race weekend, updating them on real-time information and feeds from drivers, race teams, sponsors, and other fans.

USA Today named Las Vegas Motor Speedway one of the ten best places to watch a NASCAR race for its high-banked turns and Neon Garage fan experience.

NAMING RIGHTS: N/A

Facility Name: Lucas Oil Raceway

Location: Indianapolis, IN

Facility Description: 0.686 mile oval; 2.5 mile road course

Events: 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

NAMING RIGHTS: Lucas Oil purchased naming rights to the facility in January 2011. However, 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 (NASCAR Camping World Truck Series), Kroger 200 (NASCAR Camping World Truck Series), STP Gas Booster 500 (NASCAR Sprint Cup), Goody's Headache Relief Shot 500 (NASCAR Sprint Cup)

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 June 2013, Martinsville Speedway and Goody's pain reliever announced a partnership extension that will keep Goody's as a sponsor of the fall NASCAR Sprint Cup Race through 2015. As part of the extension, the NASCAR Sprint Cup race in October 2013 was renamed the Goody's Headache Relief Shot 500. The October 2013 race will also mark the debut of the Party Plaza at Martinsville. The area is designed as a social area for fans to get food and drinks while having a chance to see some of the racers up close.

Also in June 2013, Martinsville Speedway unveiled its new website. The website was redesigned to help fans navigate the site with greater ease.

Martinsville Speedway unveiled its new mobile application in March 2013. The new app is expected to ease navigation and enhance fan experience at the speedway. A new feature of the app was displayed in May 2013 and allows fans to purchase tickets directly on their smart phone, eliminating the need for paper tickets.

In February 2013, Martinsville announced a sponsorship deal with STP brand. As part of the deal, the NASCAR Sprint Cup race in April will now be called the STP Gas Booster 500.

In January 2013, the track changed its motto for its 66th season to: “Your Track, Anyone’s Race.”

NAMING RIGHTS: N/A

Facility Name: Michigan International Speedway

Location: Brooklyn, MI

Facility Description: 2.0 mile tri-oval

Events: Michigan National Guard 200 (NASCAR Camping World Truck Series), Quicken Loans 400 (NASCAR Sprint Cup), Pure Michigan 400 (NASCAR Sprint Cup), Alliance Truck Parts 250 (NASCAR Nationwide 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: Michigan International Speedway and the Michigan National Guard announced a continuation of their partnership in May 2013. As part of the continuance, the Michigan National Guard was granted the title sponsorship to the NASCAR Camping World Truck Series in August 2013. The event, which is now the Michigan National Guard 200, will mark the first time the Michigan National Guard has sponsored a race.

In April 2013, Michigan International Speedway launched myMISpeedway.com, a site intended to help guests prior to their arrival at the track for NASCAR races. The speedway hopes the site will educate guests so that they can make the most of their experience on race day.

For the 2013 season, Michigan International Speedway has added the “Bill Me Later” system created by PayPal. This will allow patrons to purchase tickets for a race and pay the bill off over a six-month period.

In Mid-2012, the speedway won the Facility of Merit Award for its safety and security during NASCAR Sprint Cup events.

NAMING RIGHTS: N/A

Facility Name: Mid-Ohio Sports Car Course

Location: Lexington, OH

Facility Description: 2.4 mile road course

Events: Nationwide Children's Hospital 200 (NASCAR Nationwide 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 August 2013, NASCAR's Nationwide Series comes to Mid-Ohio Sports Car Course for the first time. The new event will be the Nationwide Children's Hospital 200.

NAMING RIGHTS: N/A

Facility Name: The Milwaukee Mile

Location: West Allis, WI

Facility Description: 1.0 mile oval

Events: Milwaukee IndyFest 225 (IndyCar), no NASCAR events are currently scheduled.

Principal Owner: Wisconsin State Fair Park

Date Built: 1903

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @MilwaukeeMile

UPDATE: In early 2013 it was announced that IndyFest would be returning to the Milwaukee Mile for the 2013 season. A ticket package allows individuals to travel from Indianapolis to Milwaukee by bus for the IndyFest race in June. For the event, Milwaukee IndyFest entered into partnership deals with David Hobbs Honda (Official Dealership), Coors Light (Official Beer Partner), and Martinizing Dry Cleaning (Official Dry Cleaner).

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: F.W. Webb 200 (NASCAR Nationwide Series), Camping World RV Sales 301 (NASCAR Sprint Cup), Sylvania 300 (NASCAR Sprint Cup)

Principal Owner: Speedway Motorsports, Inc

Date Built: 1990

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @NHMS

UPDATE: On July 1, 2013, New Hampshire Motor Speedway officials announced that Camping World would be the title sponsor of the NASCAR Sprint Cup race in mid-July. The race was titled the Camping World RV Sales 301.

Beginning with the 2013 race season, the grandstand seating area at New Hampshire Motor Speedway became smoke-free. Smoking is still allowed in designated concourse areas, in the parking lots, campgrounds, and other locations at the speedway.

NAMING RIGHTS: N/A

Facility Name: Phoenix International Raceway

Location: Avondale, AZ

Facility Description: 1.0 mile oval; 2.5 mile road course

Events: Lucas Oil 150 (NASCAR Camping World Truck Series), Subway Fresh Fit 500 (NASCAR Sprint Cup), AdvoCare 500 (NASCAR Sprint Cup), Great Clips 200 (NASCAR Nationwide Series), Dollar General 200 Fueled by Amerigas (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1964

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @PhoenixRaceway

UPDATE: For the first time ever, the NASCAR Mexico Toyota Series came to the United States for a race on March 1, 2013 at Phoenix International Raceway. The event, the Toyota 120, was sponsored by Toyota and marks the opening of the NASCAR Mexico Toyota Series.

In late 2012, Phoenix International Raceway and Vektor Vodka announced a sponsorship deal. As part of the deal, Vektor opened the Bar Vektor Vodka Lounge, a bar at the track.

Also in late 2012, the track underwent a “grooming” to replace rubber on the track and make the surface safer for drivers.

NAMING RIGHTS: N/A

Facility Name: Pocono Raceway

Location: Long Pond, PA

Facility Description: 2.5 mile tri-oval

Events: GoBowling.com 400 (NASCAR Sprint Cup), Fan Driven 400 (NASCAR Sprint Cup), Pennsylvania Mountains 125 (NASCAR Camping World Truck Series), Pocono INDYCAR 400 Fueled by Sunoco (IndyCar)

Principal Owner: Pocono International Raceway

Date Built: 1969

Facility Cost (\$/Mil): NA

Facility Financing: Privately financed by the Mattioli Family.

[Facility Website](#)

Twitter: @poconoraceway

UPDATE: In May 2013, Fuzzy’s Ultra Premium Vodka and Pocono Raceway reached a partnership agreement that made Fuzzy’s the Official Vodka of Pocono. Fuzzy’s also sponsors the Fuzzy’s Triple Crown, an award created for an IndyCar driver who wins the Indianapolis 500, the Pocono IndyCar 400, and the MAVTV 500 at Auto Club Speedway.

The IndyCar race on July 7, 2013, marked the first time in twenty-four years that IndyCar returned to Pocono. Sunoco became the title sponsor of the race after reaching a partnership agreement with Pocono Raceway in mid-June.

Extensive upgrades to the road course, including the resurfacing of all infield road courses, the addition of multi-directional curbing, and additional participant and fan amenities, were completed in May 2013. Fans visiting Pocono will find two new structures and additional infield RV spots at the raceway.

In March 2013, Pocono Raceway announced a two-year sponsorship deal with Strike Ten Entertainment. As a result, the 2013 and 2014 August NASCAR Sprint Cup Series races will be known as the GoBowling.com 400. Additionally, the two parties will work together to create an integrated marketing plan that will extend across several platforms.

For the Fan Driven 400 in June 2013, Wal-Mart developed a program to put race fans in the driver seat. Fans could go to Wal-Mart’s local Facebook pages and offer suggestions on the official race name, a signature concession, and the pace car design. After narrowing the official race name to three choices, it was announced in April 2013 that the fans had selected Party in the Poconos 400 as the new race name for the 2013 Fan Driven 400.

In December 2012, Pocono Raceway installed a state-of-the-art communications system to enhance communication between staff, employees, race teams, media, and fans. Frontier Communications designed the system, which allows for over 1,000 more users at a time.

In August 2012, a lightning strike occurred inside the track grounds. One person was killed and nine others were sent to the hospital. The track set up a fund for the deceased and released a statement assuring the public that the situation was an accident and the track was still safe for fans.

NAMING RIGHTS: N/A

Facility Name: Richmond International Raceway

Location: Richmond, VA

Facility Description: 0.75 mile oval

Events: Toyota Owners 400 (NASCAR Sprint Cup), Federated Auto Parts 400 (NASCAR Sprint Cup), Virginia 529 College Savings 250 (NASCAR Nationwide Series) ToyotaCare 250 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1946

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @RIRInsider

UPDATE: For the April 2013 NASCAR event, fans walked through a brand new front gate. The capital improvement project that began early in 2013 ended with the new Virginia is for Lovers Frontstretch Gate. The gate has nine Express Lanes, three exit lanes, and a separate suite entrance.

Also in April 2013, Richmond International Raceway unveiled a LOVEwork sculpture as part of the Virginia Tourism Corporation's social media marketing campaign. The raceway was selected as one of sixteen places throughout Virginia in which the Tourism Corporation is displaying LOVEworks. The sculpture is of the word "LOVE" and is made from a variety of racing materials.

In 2013, Toyota and Richmond International announced a partnership to sponsor a NASCAR Sprint Cup race and a Nationwide Series event.

NAMING RIGHTS: N/A

Facility Name: Road America

Location: Elkhart Lake, WI

Facility Description: 4.048 mile road course

Events: Johnsonville Sausage 200 presented by Menards (NASCAR Nationwide Series)

Principal Owner: Road America, Inc.

Date Built: 1955

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @roadamerica

UPDATE: In May 2013, Road America and Johnsonville Sausage reached an agreement that made Johnsonville the title sponsor of the NASCAR Nationwide Series event on June 22, 2013. The race name became the Johnsonville Sausage 200 presented by Menards.

Road America also reached a five-year partnership with Pepsi in March 2013 that makes Lakeside Pepsi Cola the exclusive provider of carbonated and select non-carbonated beverages. Agreements were also reached with Yamaha (Official Motorcycle), Lake Michigan's S.S. Badger Carferry, and Oshkosh Office Systems (Official Office Equipment Provider).

NAMING RIGHTS: N/A

Facility Name: Rockingham Speedway

Location: Rockingham, NC

Facility Description: 1.017 mile oval

Events: North Carolina Education Lottery 200 at the Rock Presented by Cheerwine (NASCAR Camping World Truck Series)

Principal Owner: Andy Hillenburg

Date Built: October 31, 1965

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

Facility Financing: Joint venture between Darlington Raceway builder Harold Brasington and Landowner Bill Land.

[Facility Website](#)

Twitter: @RockinghamSpeed

UPDATE: Rockingham Speedway announced in February 2013 that the North Carolina Education Lottery would be the title sponsor for the April NASCAR Camping World Truck Series race. The North Carolina Education Lottery 200 at the Rock Presented by Cheerwine took place in mid-April 2013.

NAMING RIGHTS: N/A

Facility Name: Sonoma Raceway

Location: Sonoma, CA

Facility Description: 2.52 mile road course

Events: Toyota/Save Mart 350 (NASCAR Sprint Cup), GoPro Indy Grand Prix of Sonoma (IndyCar)

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: Fans wanting to visit Sonoma Raceway for the June 2013 NASCAR Sprint Cup race could get to Sonoma differently than ever before. For the first time, Northern California fans could board the NASCAR Express train service that departed from Sacramento and made stops in Davis and Suisun City before stopping at the raceway. The service was made possible through a partnership agreement with Capitol Corridor Joint Powers Authority.

The 2013 season is special for Sonoma Raceway as the track is celebrating its twenty-fifth year of hosting the NASCAR Sprint Cup.

Additionally, in 2012, Sonoma became the first track in America to host the FIA World Touring Car Championship.

For the IndyCar race in 2012, the course featured a modified route in order to encourage more passing. Turn eleven was lengthened before reaching the hairpin turn.

NAMING RIGHTS: N/A

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), Aaron's 499 (NASCAR Sprint Cup), Camping World RV Sales 500 (NASCAR Sprint Cup), Aaron's 312 (NASCAR Nationwide 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: In April 2013, Talladega Superspeedway revealed that fans could begin to use their phones to purchase tickets for upcoming NASCAR events. The new, fan-friendly program was developed by Moovweb and allows fans to purchase tickets to a variety of events at Talladega.

NAMING RIGHTS: N/A

Facility Name: Texas Motor Speedway

Location: Ft. Worth, TX

Facility Description: 1.50 mile quad-oval

Events: WinStar World Casino 400 (NASCAR Camping World Truck Series), WinStar World Casino 350 (NASCAR Camping World Truck Series), Texas 500 (NASCAR Sprint Cup), AAA Texas 500 (NASCAR Sprint Cup), O'Reilly Auto Parts 300 (NASCAR Nationwide Series), O'Reilly Auto Parts Challenge (NASCAR Nationwide Series), Firestone 550K (IndyCar)

Principal Owner: Speedway Motorsports Inc.

Date Built: 1997

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

Facility Financing: N/A

[Facility Website](#)

Twitter: @TXMotorSpeedway

UPDATE: Texas Motor Speedway unveiled a new user-friendly website in February 2013 that will allow for fans to get all of their NASCAR and IndyCar news from one place. The website was designed to recognize whatever mobile device or tablet that a fan is using and, in accordance with that device, to provide the best possible experience for that medium.

In February 2013, Texas Motor Speedway unveiled Bacon Cotton Candy as the tracks newest concession item. The new treat is comprised of bacon-flavored cotton candy with bits of bacon sprinkled on it.

Also in February 2013, the speedway announced it was bidding to host the X Games beginning in 2014. Texas Motor Speedway officials are interested in acquiring a three-year hosting period for the summer X Games.

NAMING RIGHTS: N/A

Facility Name: Watkins Glen International

Location: Watkins Glen, NY

Facility Description: 2.45 mile road course

Events: Cheez-It 355 at the Glen (NASCAR Sprint Cup), Zippo 200 (NASCAR Nationwide Series)

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: For the 2013 race season, Watkins Glen unveiled a new online merchandise store in March. The online store will allow for fans to purchase merchandise that previously was only available at the in-store location at Watkins Glen.

In late 2012, the state of New York announced a partnership with the track to advertise the “I LOVE NEW YORK” campaign. As a result of the advertising deal, there will be many signs posted around the track.

NAMING RIGHTS: N/A