



## MOTORSPORTS

{Appendix 6, to **Sports Facility Reports, Volume 15**}  
Research completed as of July 20, 2014

### **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 Feed the Children, a non-profit organization, have 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.

Jake's Ice Cream will remain the official ice cream of Atlanta Motor Speedway for the next two years. Financial terms of the deal have not been disclosed.

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

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

**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.

In July 2013, Ignite Game Technologies and International Speedway Corporation announced the videogame company would release the Californian circuit on its free-to-play online racing platform, Simraceway. As a part of the partnership, Auto Club Speedway and the rest of the Californian circuit plan to work to find innovative ways to engage audiences through the constantly updated online platform.

Auto Club Speedway announced in October 2013 that it would unveil the Speed Trap Zone in March 2014. The Speed Trap Zone is a one-of-a-kind hospitality area in Turn 1 that consists of upgraded RV parking and fan amenities, including a digital screen that tracks drivers' speed on the fastest part of the track and is visible from every fan seat.

In February 2014, drag racing veteran, Tracy Scott Fischle, was named the new Track Manager for Auto Club Dragway, which is located on the Speedway's backstretch.

In March 2014, Auto Club Speedway announced that Hanger 24 Craft Brewery would serve as "The Official Craft Beer" of the speedway for 2014. The Brewery's products will be served in the FanZone on race days.

**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 (NASCAR Sprint Cup), IRWIN Tools Night Race (NASCAR Sprint Cup), Drive to Stop Diabetes 300 (NASCAR Nationwide Series), Food City 300 (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 October 2013, Bristol Motor Speedway announced plans to transform the Speedway into the world's largest football stadium for the inaugural *Battle at Bristol, College Football's Biggest EVER* game to be held in September 2016. The game will feature the Virginia Tech Hokies and Tennessee Volunteers and is projected to set the NCAA record for highest single-game attendance. In March 2014, the Speedway announced that its long-time race sponsor, Food City, would be its first corporate sponsor for the event.

In February 2014, Bristol Motor Speedway announced that it would expand the Food City-Sponsored Nationwide race from 250 to 300 laps. The same day, Bristol Motor Speedway and Food City announced a five-year partnership extension and unveiled a new "Fuel for Fans" program that provides season ticket holders food and gas discounts at the supermarket chain.

Also in February 2014, Bristol Motor Speedway announced new sponsorship of the March 15 NASCAR Nationwide Series race. The race is now known as the Drive to Stop Diabetes presented by Lilly Diabetes.

Bristol Motor Speedway implemented numerous park-and-ride locations to improve fans' race day experience in March 2014.

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 to be held in August 2014.

**NAMING RIGHTS:** N/A

## **Facility Name: Canadian Tire Motorsports Park**

**Location:** Bowmanville, Ontario, Canada

**Facility Description:** 2.459 mile road course

**Events:** 1<sup>st</sup> 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:** Hawk Performance was the presenting sponsor of the TUDOR United SportsCar Championship race held at the venue July 10-13, 2014.

Canadian Tire Motorsport Park was nominated for the *2013 Motorsport Facility of the Year* Professional Motorsport World Expo Award. It was the only North American track nominated for the award.

The new track will continue to be home to the Bridgestone Racing Academy.

The unveiling of the International Motor Sports Association's event schedule meant the return of the series to Canadian Time Motorsport Park for the first time since 2008. The Park hosted the Continental Tire Challenge on July 12, 2014.

As a result of the partnership between Mosport and Canadian Tire, the track is undergoing renovations. Included in the renovations is the tearing down of Castrol Tower, which has stood for more than fifty years. The Park continues to work on its new Driver Development Centre, which includes a 1.8 mile road course, built to FIA standards, that will be used for car racing, motorcycle racing, driving schools, car clubs, manufacturer events, lapping days, and other activities. In addition, pit row is being extended.

**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 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 track's original suites that were built in 2012. The suites were completed prior to the NASCAR Sprint All-Star Race on May 18, 2013.

At the conclusion of 2013, NASCAR held its Summit, where it presented the Track Services Teamwork Award to Charlotte Motor Speedway. The award recognized nearly 150 full-time and thousands of part-time staff members.

In January 2014, it was announced that OldRide.com would be a presenting sponsor of the April 3-6 Charlotte Motor Speedway AutoFair

**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), Geico 400 (NASCAR Sprint Cup), Jimmy John's Freaky Fast 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.

In December 2013, Chicagoland Speedway announced the creation of the Green Flag Garage, which is a new, premium experience offering fans access to NASCAR drivers prior to their participation in the Chase for the NASCAR Sprint Cup. The Green Flag Garage continues the commitment to making Chicagoland Speedway a premier sports and entertainment destination.

In February 2014, it was announced that Chicagoland Speedway, Route 66 Raceway, and Toyota extended their partnership in a multi-year agreement, which maintains the car company's status as the Official Vehicle of Route 66 Raceway and owner of Pace Car Rights at Chicagoland Speedway.

Also in February 2014, the Speedway announced the creation of the Legends Club, a deluxe lounge and hospitality experience situated in the luxury suite above the Speedway's front stretch.

In April 2014, Chicagoland Speedway announced Jimmy John's Gourmet Sandwiches as the title sponsor of its NASCAR Nationwide Series Race on September 13, 2014. The race will be entitled The Jimmy John's Freaky Fast 300 Powered by Coca-Cola.

**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:** In August 2013, International Speedway Corporation announced Chip Wile as the new President of Darlington Raceway.

For the third year in a row, the Veterans of Foreign Wars of the United States and Sport Clips Haircuts sponsored the NASCAR Nationwide Series event VFW Sport Clips Help A Hero 200 in April 2014. Unlike in previous years, the two sponsors opted for a multi-year agreement, which extends the partnership through 2016.

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 DAYTONA Rising project on July 5, 2013. The project is slated for completion in January 2016. In total, the renovations are expected to cost \$400 million and will include 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. The project has been highly publicized and the Speedway posts monthly updates on its progress. In February 2014, the Speedway announced that Kingspan Insulated Panels had become the first partner in the “We Built Daytona” platform for the DAYTONA Rising redevelopment project.

Officials at Daytona have discussed holding 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.

October 2013 saw the naming of a Tennessee distillery, Ole Smokey Moonshine, as the “Official Moonshine” of Daytona International Speedway. The agreement marks the first partnership in the “Official Moonshine” category for the track and its parent company, International Speedway Corporation. The financial terms of the deal were not disclosed.

In January 2014, FOX Sports announced that FOX Sports GO, the app that provides live streaming video of FOX Sports content, was set to offer live, streaming coverage of the Daytona 500 in both English and Spanish.

Also in January 2014, it was announced that The Motorsports Hall of Fame of America would move from its home near Detroit, MI to the “World Center of Racing,” Daytona International Speedway by January 2016. The move purposefully coincides with the expected completion of DAYTONA Rising.

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.

Also in February, Daytona International Speedway and FOX Sports reached a five-year, multi-platform agreement to air the Daytona Supercross by Honda.

**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), Buckle Up 200 presented by Click It or Ticket (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:** Starting in 2013, Dover International Speedway 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 it reduces stolen and fraudulent tickets.

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

In January 2014, an independent media agency, Crossmedia, announced that it had won the media agency record account of Dover International Speedway. The details of the agreement are undisclosed. Around the same time, the Speedway also announced its aim to reduce its environmental impact by naming a new waste solution partner, Waste Masters Solutions.

The Speedway announced in September 2013 that it had renewed its partnership with 5-Hour Energy and Living Beyond Breast Cancer. 5-Hour Energy served as the title sponsor for the 5-Hour ENERGY 200 benefitting Living Beyond Breast Cancer, which was a part of the NASCAR Nationwide Series.

In March 2014, FedEx, Autism Speaks, and Dover International announced that for the fourth straight year, FedEx would be the title sponsor for the NASCAR Sprint Cup Race on Sunday, June 1, 2014. Also, for the third year, the race featured a sensory friendly area in the grandstands for those on the autism spectrum and their families.

In May 2014, The Delaware Office of Highway Safety and Dover International Speedway teamed up for the “Buckle Up 200 presented by Click It or Ticket” NASCAR Nationwide Series race. That month also saw the announcement of Dunkin’ Donuts as the official coffee of the track. The financial details of the agreement were undisclosed. As a benefit to Dover’s patrons, the coffee

chain announced the introduction of the DD Perks Rewards loyalty program in conjunction with race day-related purchases.

As of 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 them 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 returned to Eldora in 2013 with the Camping World Truck Series. The race at Eldora marked NASCAR's first scheduled national series race on a dirt track since September 1970.

In March 2014, officials from SPEED SPORT Magazine and NationalSpeedSportNews.com announced that their readers voted Eldora Speedway as "My Favorite Track" for the third consecutive year.

May 2014 brought the announcement that Eldora and Premier Health/Miami Valley Hospital had partnered to make the health care facility the official health and emergency care services provider to Eldora Speedway's 1-800 CarCrash Mudsummer Classic. At the end of the month, the Speedway announced that its website, EldoraSpeedway.com, had teamed up with DirtonDirt.com to provide a live, pay-per-view broadcast of the Dirt Late Dream, making it the first time the two entities had joined forces.

In June 2014, NASCAR announced a series of format enhancements to the second annual NASCAR Camping World Truck Series race at Eldora. Among the enhancements, aimed to bolster the emphasis on both driver skill and team strategy, are a random drawing to determine qualifying order, optional pit stops during cautions, and owner points awarded to the top five team owners that do not transfer to the main feature.

**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:** NASCAR announced in October 2013 that Homestead would once again play host to the championships for all three series, which include the Sprint Cup Series, Nationwide Series, and Camping World Truck Series.

Homestead-Miami Speedway announced in May 2014 that it extended its partnership with Ford Motor Company in a multi-year deal. Ford has been the official entitlement sponsor of the track since 2002.

**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 officials 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 back to the track for renovations and improvements. The \$5 million would be accumulated from tax revenue generated at the track. Right now, the tax revenue goes into a general fund for the state. Ideas for renovations have included adding lights and better video screens.

In March 2014, Hulman & Company officials announced that the Indianapolis Motor Speedway formed a partnership with Levy Restaurants to operate concessions and develop new fan food and beverage experiences. Levy was selected after a months-long competitive process. Levy will manage over 100 concessions locations and, over the next few years, introduce broader menus, themed areas, outside vendors, better point of sale technology, and improved signage. Levy will also manage premium beverage concessions at the speedway.

In April 2014, Indianapolis Motor Speedway unveiled its year-round Victory Laps program, which offers fans the opportunity to ride around the oval in their choice of a two-seat Indy car, stock car, or Chevrolet Impala event car. Fans age nine and older may participate in the program. The top speed is 60 mph and reservations are not required.

In May 2014, Indianapolis Motor Speedway rolled out a new gate plan that will allow fans attending the 98th running of the Indianapolis 500 to enter the facility with greater ease and efficiency.

June 2014 brought the announcement that the Indianapolis Motor Speedway had taken down the second generation scoring pylon on the main straightaway to make way for a new and improved version that includes full LED panels on all four sides.

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.

**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:** NASCAR

**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.

In a strategic move designed to expand its commitment to enhancing event experiences and fan engagement, as well as solidify the future of one of the premier racing and entertainment facilities in the Midwest, NASCAR announced in November 2013 that it had purchased Iowa Speedway. Reportedly, NASCAR purchased the track from the Clement family for \$10 million.

To create fan excitement about the new ownership, the track created an interactive fan experience by erecting seating in victory lane. After each race, the winner is parked in front of the bleacher seats for a unique fan photo opportunity.

**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), SFP Grand Prix (GRAND-AM Road Racing), 5-hour Energy 400 (NASCAR Sprint Cup)

**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 2013, Kansas Speedway and SFP announced a partnership for the track's inaugural GRAND-AM Road Racing weekend. The name of the event is not the SFP Grand Prix. As a part of the event, SFP and the speedway work in conjunction with various agricultural groups in an effort to feed hungry children in the Kansas City area—a mission SFP strongly supports.

In February 2014, Kansas Speedway and Toyota announced they had extended their multi-year partnership agreement. Toyota, which first became the official pace car of Kansas Speedway in 2012, will be continuing that role. The details of the extension were not disclosed.

In April 2014, Kansas Speedway officials announced that 5-hour ENERGY would sponsor the track's inaugural NASCAR Sprint Cup Series night race, naming the event the 5-hour ENERGY 400 Benefitting Special Operations Warrior Foundation.

**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 and start/finish line Quaker State green in celebration of Quaker State's new Ultimate Durability Full Synthetic Motor Oil. In October 2013, Kentucky Speedway announced that the race would remain the Quaker State 400 presented by Advanced Auto Parts through 2018 under the terms of a new event sponsorship agreement with Quaker State.

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.

In November 2013, Kentucky Speedway introduced new pricing and Ticketmaster services for the 2014 season. The introduction of Ticketmaster services means a savings to fans of between 4% and 9%, depending on the race.

In February 2014, Kentucky Speedway, Ford, and select Ohio, Kentucky, and Indiana Ford dealers extended their corporate partnership through 2016. Ford, which has partnered with the track since 1998, will continue to be dubbed the "Official Vehicle of Kentucky Speedway" by exclusively providing cars and trucks to the venue.

In May 2014, Kentucky Speedway announced a new corporate sponsorship with Outback Steakhouse for the venue's 2014 season. The Speedway will extend Outback Steakhouse offers to guests as well as messaging to the NASCAR audience through traditional, digital, and social media marketing.

**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. In December 2013, Las Vegas Motor Speedway was selected as Speedway Motorsports' Speedway of the Year for the second year in a row.

In May 2014, Las Vegas Motor Speedway looked to further improve experiences for fans who "live" on the grounds during race weekends. The two major improvements include the paving of more than 1,100 RV spaces and making shower facilities free to anyone in the RV lots.

**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

**UPDATE:** In February 2014, Lucas Oil Raceway announced plans to construct a permanent, 17,000-square-foot hospitality facility. This will replace the temporary tents formerly used by fans who bought special ticket packages to the National Hot Rod Association's premier event, the U.S. Nationals.

**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 was renamed the Goody's Headache Relief Shot 500. Also in June 2013, Martinsville Speedway unveiled its new website. The website was redesigned to help fans navigate the site with greater ease.

October 2013 marked 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.



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 September 2013, Martinsville Speedway installed new restrooms and a concession stand along the concourse in the first-turn area of the track. This is the third restroom construction project in three years at the speedway and is part of an ongoing project to keep upgrading the facility for fans.

In June 2014, Martinsville Speedway announced its new Green Flag Experience for fans. A driver question-and-answer session, show cars at The Plaza, pre-race ability to walk the front-stretch of the track, and more are included in the on-track experience.

**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), Ollie's Bargain Outlet 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:** 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 was the first NASCAR track to offer Wi-Fi for its fans in 2013, which was done as a test for all International Speedway Corporation tracks. Now, in 2014, it is increasing the number of free Wi-Fi spots from six to eleven throughout the facility.

As of 2013, Michigan International Speedway 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.

NASCAR recognized Michigan International Speedway as an industry leader by awarding the track the NASCAR Green Track Operator Award in September 2013. Michigan International Speedway has introduced programs meant to make an immediate impact on the environment annually.

In June 2014, Ollie's Bargain Outlet expanded its relationship with NASCAR and started a new partnership with Michigan International Speedway as the new title sponsor of the Nationwide Series Race, now the Ollie's Bargain Outlet 250.

**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, Mid-Ohio Sports Car Course and The Mid-Ohio School partnered with Summit Racing Equipment on a multi-year agreement that names Summit Racing as the Official High Performance Source of Mid-Ohio. The expansive partnership includes myriad signage, such as branding on pit wall, gates, the front straight, and other areas. Summit Racing also receives naming rights to the paddocks and garages and will receive significant branding in those areas.

In June 2014, Mid-Ohio Sports Car Course teamed up with Centerplate, a leader in live event hospitality, to offer event catering, retail food and beverage sales, and hospitality services during all events at the Ohio track. As part of the long-term partnership agreement, Centerplate will handle all on-site food services, in retail food and beverage locations and hospitality chalets and suites, providing a wider variety of menu options for general admissions guests, as well as enhanced catering services for both the Mid-Ohio Sports Car Course and The Mid-Ohio School.

**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 late 2013, it was announced that IndyFest would be returning to the Milwaukee Mile for the 2014 season. ASM announced in November that Metro Milwaukee Honda Dealers would be added to the list of promoters for what is now known as the ABC Supply Co. Inc. Wisconsin 250 at Milwaukee IndyFest presented by Metro Milwaukee Honda Dealers. Milwaukee IndyFest has also entered into partnership deals with 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) Sunoco 100 (NASCAR Whelen Modified Tour)

**Principal Owner:** Speedway Motorsports, Inc

**Date Built:** 1990

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

**Facility Financing:** N/A

[Facility Website](#)

Twitter: @NHMS

**UPDATE:** 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, parking lots, campgrounds, and other locations at the speedway.

In December 2013, officials from New Hampshire Motor Speedway and Bond Auto Parts announced a contract renewal ensuring that the New England-based company would serve as the “Official Auto Parts Retailer” of the speedway through 2016.

Oxford Casino saw a great marketing opportunity when NASCAR announced that the new knock-out style pole position format would be unveiled at New Hampshire Motor Speedway in 2014. The casino anted up with a buy-in as the new official pole day sponsor. Pole Day will now be the Oxford Casino Pole Day.

It was announced in July 2014 that Sunoco would be the title sponsor of the new NASCAR Whelen Modified Tour event to take place at New Hampshire Motor Speedway (Sunoco 100). As a part of the Agreement, victory lane has officially been renamed to the Sunoco Victory Lane.

**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), The Profit on CNBC 500 presented by Small Business Fueling America (NASCAR Sprint Cup), AdvoCare 500 (NASCAR Sprint Cup), Blue Jeans Go Green 200 presented by Cotton, The Fabric of Our Lives (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 mid-2013, it was announced that Safeway would be the official grocery partner of Phoenix International Raceway. Beyond the partnership, it was also announced that the grocery chain would operate an on-site store in the camping area at the racetrack beginning with the AdvoCare 500.

2013 marked Phoenix International Raceway's 50th season. The end of the season was marked by the Veteran's Day weekend NASCAR Sprint Cup Series race, presented by Quicken Loans.

In January 2014, Phoenix International Raceway announced a partnership with Cotton Incorporated for an at-track denim recycling initiative and entitlement to the Blue Jeans Go Green 200 presented by Cotton, The Fabric of Our Lives NASCAR Nationwide Series race held in March.

It was announced in February 2014 that the television show The Profit, which is broadcast on CNBC, had joined the track's team of corporate sponsors and would act as the official sponsor for the track's NASCAR Sprint Cup Series race in March.

**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), Pocono 400 (NASCAR Sprint Cup), Pennsylvania Mountains 125 (NASCAR Camping World Truck Series), Pocono INDYCAR 500 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.

Extensive upgrades to the road course, including the resurfacing of all infield road courses, the addition of multi-directional curbing, and further participant and fan amenities, were completed in May 2013. Further, 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.

In February 2014, Pocono Raceway announced a simplified way for fans to find their grandstand seats while attending NASCAR and INDYCAR events at "The Tricky Triangle." The simplification process involves phasing out the alphanumeric system previously used and transitioning to sections referred to by number.

In May 2014, Pocono Raceway launched its #itsMYturn social media campaign. The initiative focuses on the question of who 'owns' the nonexistent Turn 4 at The Tricky Triangle and what does Turn 4 represent. The initiative will run all year as a way to encourage fans and drivers to share their stories from Pocono.

In June 2014, Pocono Raceway partnered with Google Business View Program, a division of Google Maps, and Aerial Media Productions, making it the first NASCAR track in the country to partner with the platform. Additionally, the Raceway hired another company to capture video using an unmanned aerial vehicle.

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.

**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:** As of April 2013, fans walk 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, which has nine Express Lanes, three exit lanes, and a separate suite entrance.

It was announced in September 2013 that Federated Auto Parts and Richmond International Raceway extended their partnership, ensuring that the Federated Auto Parts 400 will continue into the future. In addition to the contract extension, Federated Auto Parts, which hosts nearly 2,000 guests in hospitality and suites on race weekends, remains the Official Auto Parts Supplier of Richmond International Raceway.

Richmond International Raceway announced in March that it extended its partnership with Virginia529 College Savings through the 2015 season. The Virginia529 College Savings Plan remains the Official College Savings Plan of the track, presenting sponsor of the Family Section presented by Virginia529 College Savings Plan, and the Virginia529 Kids Zone powered by the Science Museum of Virginia.

Richmond International Raceway opened the Turn 3 Terrace featuring the Outback Bloomin’ Zone at the TOYOTA OWNERS 400 race in April 2014. The Turn 3 Terrace is open to all ticket holders before and during races.

Also in April 2014, the Miller Lite Party Zone relocated to the Midway after receiving feedback from fans. The Party Zone is now situated in a more fan-friendly area, located near the Virginia is for Lovers Frontstretch Gate.

**NAMING RIGHTS:** N/A

## **Facility Name: Road America**

**Location:** Elkhart Lake, WI

**Facility Description:** 4.048 mile road course

**Events:** The Gardner Denver 200 Fired Up by Johnsonville (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:** Road America 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).

Gardner Denver, a manufacturer of highly engineered compressors and pumps, was announced in January 2014 as the title sponsor for the June 21 NASCAR Nationwide Series race at Road America, The Gardner Denver 200 Fired Up by Johnsonville.

In April 2014, Road America announced a partnership with Potawatomi Bingo Casino of Milwaukee as the Official Gambling Casino brand. As a part of the partnership, the Potawatomi Bingo Casino brand and its offerings will be showcased within several new campaigns at Road America, including special entertainment offerings at the casino for race fans.

In May 2014, Road America unveiled plans to construct Thunder Village, a group of buildings stretching between turns 12 and 13 where motorsport enthusiasts can pursue their dreams of driving and storing race vehicles, motorcycles, and classic automobiles. Thunder Village structures range from 1,700 square feet to 2,600 square feet and provide spacious, customizable garage areas that can also be used for entertaining family, business associates, and friends. The customizable units may have two levels and will stress quality materials, workmanship, and design—including viewing patios. In addition, convenient and secure 24/7 access is available for occupants to come and go at their leisure. Special track time is an option for an additional fee so that every Thunder Village occupant may enjoy the fast and flowing 4-mile Road America circuit when the event schedule permits.

In June 2014, Road America announces a new sponsorship agreement with RaceQuip, a manufacturer of high quality auto racing safety equipment, as its new safety partner. RaceQuip's safety apparel and gear will be available for purchase at Road America's Paddock Shop and during Road America events. RaceQuip will also have a presence on-site at Road America events through venue signage

**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:** As of June 2013, race fans have a new option for getting to Sonoma Raceway. Northern California fans can now board the NASCAR Express train service that departs from Sacramento and makes stops in Davis and Suisun City before arriving at the raceway. The service was made possible through a partnership agreement with Capitol Corridor Joint Powers Authority.

In February 2014, BloodSource and Sonoma Raceway announced that the not-for-profit blood bank had become an official sponsor of the racetrack. As a result of the agreement, BloodSource will collaborate with the Sonoma Raceway on a number of new initiatives.

In Spring 2014, Sonoma Raceway announced two new official sponsors of the track. 51 FIFTY became the raceway's Official Energy Drink for the next three years, while Friedman's became the Official Home Improvement Retailer, as well as an Official Sponsor of the raceway's Youth Education Program for one year.

Officials for raceway announced in June 2014 that Toyota Motor Sales, U.S.A and the Northern California Toyota Dealers signed a three-year agreement to continue as co-title sponsor of the annual NASCAR Sprint Cup Series race at Sonoma Raceway.

**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), GEICO 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.

It was announced in October 2013 that an agreement had been reached naming Ole Smoky Moonshine the “Official Moonshine” of Talladega Superspeedway. Race fans will be able to purchase four different Ole Smoky cocktails at ten different concession bars around the concourse, including the Ole Smoky Moonshine Holler, Talladega Bar in the Tri-Oval Tower, and the Ole Smoky Bar at the intersection of Talladega and Eastaboga Blvd.

January 2014 brought the announcement that Talladega Superspeedway and GEICO partnered to present the GEICO 500 weekend, which, along with the race with the same title, would feature the Fred’s 250 powered by Coca-Cola.

In April 2014, Talladega Superspeedway announced that the back straightaway will forever be known as “The Alabama Gang Superstretch,” paying tribute to the original members—racing legends Bobby and Donnie Allison and Red Farmer, all of whom played a significant role in the track’s history and continue to be huge supporters of the 2.66-mile venue.

**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), Duck Commander 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:** In February 2014, it was announced that Texas Motor Speedway signed a multi-year entitlement agreement with Duck Commander, the brand of the best-selling duck calls and name

of the thriving family-owned company led by the Robertson clan of A&E's "Duck Dynasty." Officials from the speedway expressed excitement at the unique opportunity to gain a corporate sponsor, as well as celebrity spokespeople. The largest, single-day sporting event annually in Texas will be known as the Duck Commander 500. The two sides agreed to a three-year deal, with a renewal option for an additional three years. No financial terms of the agreement were released. In addition to rights to the race name, the Duck Commander brand will also enjoy a substantial product presence, with an extensive line of merchandise being sold at the track. Further, Uncle Si's Tea will be introduced and sold in single-serve options. Texas Motor Speedway will also look to integrate products such as Duck Commander Family Foods' BBQ sauce, salsa, and beef jerky at the speedway's signature concessions.

During the first part of 2014, Texas Motor Speedway and Panasonic worked together to construct and install the world's largest high-definition LED video board at the speedway. The "Big Hoss TV" officially made its debut at the Duck Commander 500, where the Guinness Book of World Record was on hand to confirm the size.

**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:** In April 2014, Watkins Glen International announced the expansion of Pit Road RV Camping during the Cheez-it 355 and Zippo 200. After opening and selling out in 2013, the expansion of the coveted camping site provides fans with the opportunity to camp on the infield of Watkins Glen International.

In May 2014, Watkins Glen International announced Star Headlight & Lantern Co. as the Official Lightbar Company of the track. Star Headlight & Lantern Co. will provide Watkins Glen International with accessory lighting systems and lightbars for track safety vehicles.

**NAMING RIGHTS:** N/A