

Sports Facility Reports



Sports Facility Reports, Volume 11, Appendix 6

Motorsports

Facility: Atlanta Motor Speedway

Location: Hampton, GA

Facility Description: 1.54 mile quad-oval

Events: American E-Z Go 200 (NASCAR Camping World Truck Series), Kobalt Tools 500 (NASCAR Sprint Cup), Labor Day Classic 500 (NASCAR Sprint Cup), Great Clips 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960; Renovations in 2006

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

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

[Facility Website](#)

UPDATE: The fall 2010 Sprint Cup race at Atlanta Motor Speedway (AMS) was sponsored by Emory Healthcare. In July of 2009, AMS settled a lawsuit with former title sponsor, Pep Boys, for an undisclosed amount. The lawsuit was for breach of contract on non-payment of \$1.6 million owed for the sponsorship of the race. After the success of the 2009 Labor Day race, AMS has added additional RV camping sites near the speedways main gate. The new camping area will be known as Legends Premier Campground.

Additionally, title sponsorship has changed for two other NASCAR races at Atlanta Motor Speedway. The Nationwide race is now the Great Clips 300 and the Truck Series race is the E-Z Go 200.

Facility: Auto Club Speedway of Southern California

Location: Fontana, CA

Facility Description: 2.0 mile D-shaped oval

Events: Auto Club 500 (NASCAR Sprint Cup), Pepsi Max 400 (NASCAR Sprint Cup), Stater Bros. 300 (NASCAR Nationwide Series), Camping World.com 300 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1997

Facility Cost (millions): \$100

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

[Facility Website](#)

NAMING RIGHTS: The Auto Club of Southern California has a 10-year naming rights deal with California Speedway, which was signed in 2008. Terms of the deal were not disclosed, but industry sources said that it is worth between \$50-75 million.

UPDATE: Auto Club Speedway and Pepsi announced that the naming of the October race at the speedway will change to the Pepsi Max 400. The race will also be 100 miles shorter than last year's race.

Facility: Autodromo Hermanos Rodriguez

Location: Mexico City, Mexico

Facility Description: 2.518 mile road course

Events: NASCAR Corona Series, and the A1 Grand Prix Series

Principal Owner: Government of Mexico City

Date Built: 1963

[Facility Website](#)

Facility: Bristol Motor Speedway

Location: Bristol, TN

Facility Description: 0.533 mile concrete oval

Events: O'Reilly 200 (NASCAR Camping World Truck Series), Food City 500 (NASCAR Sprint Cup), Irwin Tool Night Race (NASCAR Sprint Cup), Scotts Turf Builder 300 (NASCAR Nationwide Series), Food City 250 (NASCAR Nationwide 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](#)

UPDATE: In March 2010, only 138,000 fans attended the Food City 500. The lower than capacity attendance snapped a 55 race sell-out streak at BMS. As a result, BMS sold a limited number individual race tickets to the August 21st Irwin Tools Night Race for \$109.

After two successful races, Scotts Turf Builder and BMS announced that they would be continuing their partnership through the 2011 season.

BMS has added more than 160 feet of safer barriers at the exits of turns 2 and 4. The barriers will narrow the racetrack by three feet.

Facility: Chicagoland Speedway

Location: Joliet, IL

Facility Description: 1.5 mile tri-oval

Events: enjoyIllinois.com 225 (NASCAR Camping World Truck Series), Lifelock.com 400 (NASCAR Sprint Cup), Dollar General 300 powered by Coca-Cola (NASCAR Nationwide Series), Peak Antifreeze and Motor Oil Indy 300 (IndyCar)

Principal Owner: Raceway Associates, LLC

Date Built: 2001

Facility Cost (millions): \$130

[Facility Website](#)

UPDATE: Chicagoland Speedway announced that it would shorten the NASCAR Nationwide and Sprint Cup weekend from 3 days to 2 days. The move is being made to help save money for the track and racing teams.

For 2010, the NASCAR Camping World Truck Series race was called enjoyIllinois.com 225. Also, the Nationwide Series race had a presenting sponsor this season. Coca-cola will co-sponsor the Race with Dollar General and the new name will be the Dollar General 300 powered by Coca-Cola.

Facility: Circuit Gilles Villeneuve

Location: Montreal, Canada

Facility Description: 2.709 mile road course

Events: Grand Prix Du Canada (Formula 1), NAPA Autoparts 200 (NASCAR Nationwide Series)

Principal Owner: City of Montreal

Date Built: 1977

[Facility Website](#)

UPDATE: Formula 1 returned to Montreal in June of 2010. After not hosting a race in Montreal in 2009, Formula 1 reached a 5-year \$75 million agreement to bring racing back to Montreal in 2010. The agreement guarantees a race in Montreal through the 2014 season.

Facility: Darlington Raceway

Location: Darlington, SC

Facility Description: 1.366 mile egg-shaped oval

Events: Southern 500 presented by GoDaddy.com (NASCAR Sprint Cup), Diamond Hill Plywood 200 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1950

Facility Financing: Privately financed by Harold Brasington.

[Facility Website](#)

UPDATE: For the 2010 season, the NASCAR Nationwide and Sprint Cup races had new title sponsors. The Nationwide race is called the Royal Purple 200 presented by O'Reilly Auto Parts, and the Sprint Cup race is called the SHOWTIME Southern 500.

There were many facility improvements for the 2010 season. The improvements include new restrooms in the Pearson Grandstand, a new flag stand, new signage in the parking lots with increased visibility to help fans find their cars, and expanded family sections that offer a smoke and alcohol free environment.

Facility: Daytona International Speedway

Location: Daytona Beach, FL

Facility Description: 2.5 mile tri-oval

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

Principal Owner: International Speedway Corp.

Date Built: 1959

Facility Cost (millions): \$3

[Facility Website](#)

UPDATE: On July 5, 2010, Daytona International Speedway started work on a repaving project of the entire racing surface. As part of the project, the existing asphalt will be removed down to the original 52-year-old lime rock then the track will be leveled and repaved. An estimated 50,000 tons of asphalt will be used for the project. This will be the first repaving since 1979. The entire project will be completed by the start of 2011 Speed Week.

Facility: Dover International Speedway

Location: Dover, DE

Facility Description: 1.0 mile oval

Events: Dover 200 (NASCAR Camping World Truck Series), AAA 400 (NASCAR Sprint Cup), Autism Speaks 400 presented by Hersey's Milk & Milkshakes (NASCAR Sprint Cup), Dover 200 (NASCAR Nationwide Series), Helluva Good! 200 (NASCAR Nationwide Series)

Principal Owner: Dover Motorsports, Inc.

Date Built: 1969

[Facility Website](#)

UPDATE: In 2010, AAA changed its title sponsorship from the NASCAR Truck Series race to the Sprint Cup Series race. AAA is now the sponsor of the second NASCAR Sprint Cup Series Race at Dover. Additionally, in 2010, Hersey's became a presenting sponsor for the Autism Speaks 400.

Facility: Gateway International Raceway

Location: Madison, IL

Facility Description: 1.25 mile oval

Events: CampingWorld.com 200 (NASCAR Camping World Truck Series), Missouri-Illinois Dodge Dealers 250 (NASCAR Nationwide Series), Gateway 250 (NASCAR Nationwide series)

Principal Owner: Dover Motorsports, Inc.

Date Built: 1996

[Facility Website](#)

UPDATE: Dover Motorsports, owner of Gateway International Raceway, announced that it will decline the two Nationwide series races and one Camping World Truck series race for the 2011. The decision was made based on economic reasons.

Facility: Homestead-Miami Speedway

Location: Homestead, FL

Facility Description: 1.5 mile oval; 2.21 mile road course

Events: Ford 200 (NASCAR Camping World Truck Series), Ford 400 (NASCAR Sprint Cup), Ford 300 (NASCAR Nationwide Series), Miami Indy 300 (IndyCar)

Principal Owner: International Speedway Corp.

Date Built: 1995

Facility Cost (millions): \$70

[Facility Website](#)

UPDATE: In December 2009, Matthew Beacherer was named the new president of Homestead-Miami Speedway (HMS). In 2010, HMS will once again be the championship racetrack. HMS will host all three NASCAR series championship on the last racing weekend of the year. In a change for 2010, the final race of the Sprint Cup season will be shortened to 400 miles.

Facility: Indianapolis Motor Speedway

Location: Indianapolis, IN

Facility Description: 2.5 mile oval; 2.605 mile road course

Events: Brickyard 400 (NASCAR Sprint Cup), Indianapolis 500 (IndyCar)

Principal Owner: The Hulman-George Family

Date Built: 1909

Facility Cost (millions): \$3

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

[Facility Website](#)

UPDATE: After not having a name sponsor for the Brickyard 400 in 2010, IMS is hopeful that they will be able to secure a title sponsor for the 2011 race. Following another year of reduced attendance at the Brickyard 400, IMS announced they would reduce ticket prices for up to 75% of the seats at Indianapolis Motor Speedway for the 2011 race. 2011 also marks the 100th anniversary of the Indy 500.

Facility: Iowa Speedway

Location: Newton, IA

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

Events: Lucas Oil 200 Presented by SPEED on Mediacom (NASCAR Camping World Truck Series), U.S. Cellular 250 presented by Northland Oil & John Deere (NASCAR Nationwide Series), Iowa Corn 250 presented by Pioneer (IndyCar)

Principal Owner: U.S. Motorsport Entertainment Corp.

Date Built: 2005

Facility Cost (millions): \$70

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

[Facility Website](#)

UPDATE: All three major races at Iowa speedway had new sponsors in 2010. The NASCAR Nationwide Series race had two new presenting sponsors, Northland Oil and John Deere. The NASCAR Camping World Truck Series Race was named the Lucas Oil 200 Presented by SPEED on Mediacom. Finally, Pioneer is the new presenting sponsor for the Iowa Corn 250 IRL race.

Facility: Infineon Raceway

Location: Sonoma, CA

Facility Description: 2.52 mile road course

Events: Toyota/Save Mart 350 (NASCAR Sprint Cup) and Indy Grand Prix of Sonoma County 300 (IndyCar)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1968

Facility Cost (millions): \$70

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

[Facility Website](#)

NAMING RIGHTS: Infineon Technologies, based in Munich Germany, has a ten-year naming rights agreement for the raceway. The agreement runs through 2011.

UPDATE: The Raceway offered a special in honor of Jimmie Johnson's fourth consecutive Sprint Cup Championship. The promotion was called the 48 Championship Special. The special offer lasted 48 hours and offered a limited number of seats in section 7 for \$48.48.

Facility: Kansas Speedway

Location: Kansas City, KS

Facility Description: 1.5 mile tri-oval

Events: O'Reilly Auto Parts 250 (NASCAR Camping World Truck Series), Price Chopper 400 presented by Kraft Foods (NASCAR Sprint Cup), Kansas Lottery 300 (NASCAR Nationwide Series), Road Runner Turbo Indy 300 (IndyCar)

Principal Owner: International Speedway Corp.

Date Built: 2001

[Facility Website](#)

UPDATE: In April of 2010, Hollywood Casino broke ground adjacent to Kansas Speedway. Kansas Entertainment, LLC., owner of Hollywood Casino, is a 50/50 partnership between Penn National Gaming and ISC. The first phase of the casino is expected to open in 2012.

Facility: Kentucky Speedway

Location: Sparta, KY

Facility Description: 1.5 mile tri-oval

Events: Built Ford Tough 225 presented by Greater Cincinnati Ford Dealers (NASCAR Camping World Truck Series), Meijer 300 presented by Ritz (NASCAR Nationwide Series), Indy 300 (IndyCar)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 2000

Facility Cost (millions): \$152

[Facility Website](#)

UPDATE: Kentucky Speedway announced that hosting a Sprint Cup Series race in 2011 might not be feasible. The feasibility issue is a result of economic concerns revolving around needed improvements at the racetrack that are necessary to host a Sprint Cup event.

Facility: Las Vegas Motor Speedway

Location: Las Vegas, NV

Facility Description: 1.5 mile tri-oval; 2.5 mile road course

Events: Smith's Food & Drug Stores 350 (NASCAR Camping World Truck Series), Shelby American (NASCAR Sprint Cup), Sam's Town 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1996

Facility Cost (millions): \$200

[Facility Website](#)

UPDATE: Smith's Food & Drug Stores returned as a title sponsor for the 2010 NASCAR Camping World Truck Series race. Smith's was a co-sponsor of the race from 2006-07.

Las Vegas Motor Speedway announced that it has increased its seat size by 2 inches for the 2011 season. The new 20-inch seats will be in place for NASCAR weekend 2011. The move will reduce the seating capacity at the speedway by about 10,000 seats.

Facility: 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), Tech-net Auto Parts 300 presented by CARQUEST Auto Parts (NASCAR Nationwide Series), Dollar General 300 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc.

Date Built: 1960

Facility Cost (millions): \$1.25

Facility Financing: Privately financed by O. Bruton Smith.

[Facility Website](#)

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

UPDATE: In January of 2010, the naming rights agreement with Lowe's expired and Charlotte Motor Speedway went back to its previous name. Coca-Cola and SMI agreed to a long-term extension of their sponsorship agreement. The agreement will run through the 2015 season and includes Coca-Cola as the beverage supplier for six SMI racetracks and the title sponsorship for the Coca-Cola 600 at Charlotte Motor Speedway.

In 2010, Tech-Net Auto Parts and CARQUEST Auto Parts have replaced NAPA Auto Parts as the title and presenting sponsors of the first NASCAR Nationwide race at Charlotte.

Facility: Martinsville Speedway

Location: Martinsville, VA

Facility Description: 0.526 mile oval

Events: Kroger 250 (NASCAR Camping World Truck Series), Kroger 200 (NASCAR Camping World Truck Series), Tums Fast Relief 500 (NASCAR Sprint Cup), Goody's Fast Pain Relief 500 (NASCAR Sprint Cup)

Principal Owner: International Speedway Corp.

Date Built: 1947

Facility Financing: Privately funded by H. Clay Earles.

[Facility Website](#)

UPDATE: In October 2009, Martinsville Speedway and PepsiCo agreed to a three-year extension for an agreement to be the speedway's official soft drink brand.

In 2010, the speedway partnered with InStadiumSolutions (ISS) to provide a new text-based communication system at the facility. For the 2010 Goody's Fast Pain Relief 500, the speedway introduced an all-you-can-eat special. The special was so successful that it was expanded for the 2010 Tums Fast Relief 500.

Facility: Memphis Motorsports Park

Location: Memphis, TN

Facility Description: 0.75 mile oval; 1.7 mile road course

Events:

Principal Owner: Dover Motorsports, Inc.

Date Built: 1986

Facility Financing: Privately funded by a group of investors headed by Ed Gatlin.

[Facility Website](#)

UPDATE: In October 2009, Dover Motorsports announced that Memphis Motorsports Park would cease operations and would not hold any races in 2010. The facility is currently for sale.

Facility: Michigan International Speedway

Location: Brooklyn, MI

Facility Description: 2.0 mile tri-oval

Events: VFW 200 (NASCAR Camping World Truck Series), Heluva Good! Sour Cream Dips! 400 (NASCAR Sprint Cup), Carfax 400 (NASCAR Sprint Cup), Carfax 250 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp. (NASCAR)

Date Built: 1968

Facility Cost (millions): \$4-6

Facility Financing: Privately financed by Lawrence H. LoPatin.

[Facility Website](#)

UPDATE: In 2010, three of the four major events at MIS had new title sponsors; the Two Sprint Cup series races will now be known as the Heluva Good! Sour Cream Dips! 400 and the Carfax 400; the Camping World Truck Series race is now the VFW 200.

Additionally, in 2010, MIS continued efforts to improve the fan experience and give back to the community. MIS's Fan Appreciation presented by LifeLock program began a tradition - the fan trophy will be presented to the winner of the Heluva Good! Sour Cream Dips! 400 by two fans randomly selected by the program. During the Heluva Good! Sour Cream Dips race weekend, MIS will hold a food and toy drive sponsored by Two Men and a Truck to support the local community.

Facility: The Milwaukee Mile

Location: West Allis, WI

Facility Description: 1.0 mile oval

Events: Bucyrus 200 presented by Menards - Hosted at Road America (NASCAR Nationwide Series)

Principal Owner: Milwaukee Mile Holdings, LLC

Date Built: 1903

[Facility Website](#)

UPDATE: In December 2009, State Fair Park Officials confirmed that the track would not host any NASCAR or Indy Car races during the 2010 season. NASCAR officials announced that they would keep the Nationwide Series race in Wisconsin. The Race was hosted at the 4-mile road course, Road America, in Elkhart Lake, WI. Carl Edwards won the Bucyrus 200 presented by Menards on June 19, 2010.

Facility: Nashville Superspeedway

Location: Lebanon, TN

Facility Description: 1.333 mile oval; 1.8 mile road course

Events: Nashville 200 - April (NASCAR Camping World Truck Series), Nashville 200 - August (NASCAR Camping World Truck Series), Nashville 300 (NASCAR Nationwide Series), Federated Auto Parts 300 (NASCAR Nationwide Series)

Principal Owner: Dover Motorsports, Inc.

Date Built: 2001

Facility Financing: Privately financed by Dover Motorsports, Inc.

[Facility Website](#)

UPDATE: For the 2010 season, Nashville Superspeedway added a second NASCAR Camping World Truck Series race. Neither race had a title sponsor and both were called the Nashville 200.

Facility: New Hampshire Motor Speedway

Location: Loudon, NH

Facility Description: 1.058 mile oval; 1.6 mile road course

Events: New Hampshire 175 (NASCAR Camping World Truck Series), Lenox Industrial Tools 301 (NASCAR Sprint Cup), Sylvania 300 (NASCAR Sprint Cup), New England 200 (NASCAR Nationwide Series)

Principal Owner: Speedway Motorsports, Inc

Date Built: 1990

[Facility Website](#)

UPDATE: In June 2010, Indy Racing announced that the IZOD Indy Racing Series would return to New Hampshire in 2011. The new race will be held on July 31, 2011. This is the first time Indy has come to New Hampshire in twelve years.

Facility: O'Reilly Raceway Park at Indianapolis

Location: Indianapolis, IN

Facility Description: 0.686 mile oval; 2.5 mile road course

Events: AAA Insurance 200 presented by J.D. Byrider (NASCAR Camping World Truck Series), Kroger 200 benefiting Riley Hospital for Children (NASCAR Nationwide Series)

Principal Owner: National Hot Rod Association

Date Built: 1960

[Facility Website](#)

NAMING RIGHTS: O'Reilly Auto Parts purchased the track's naming rights in June 2006. However, details of the multi-year, multi-million dollar deal were not disclosed.

UPDATE: In 2009, AAA insurance agreed to a two-year agreement to be the title sponsor for the NASCAR Camping World Truck Series race at ORP. The agreement ran through the 2010 season.

Facility: 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), Kobalt Tools 500 (NASCAR Sprint Cup), Subway Fresh Fit 600 (NASCAR Sprint Cup), Wypall 200 powered by Kimberly-Clark (NASCAR Nationwide Series), Bashas' Supermarkets 200 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1964

[Facility Website](#)

UPDATE: In January 2010, because of NASCAR's standard time rule, PIR announced that it was increasing the April Subway Fresh Fit race to 600 miles. The new race format was the longest NASCAR event ever hosted at PIR. PIR announced that Kobalt Tools as the title sponsor for the second Sprint Cup Series race of the 2010 season. Additionally, the second Nationwide Series race has a new title and presenting sponsor as well; Wypall is the new title sponsor and Kimberly-Clark is the presenting sponsor for the November 12 race.

Facility: Pocono Raceway

Location: Long Pond, PA

Facility Description: 2.5 mile tri-oval

Events: Gillette Fusion ProGlide 500 (NASCAR Sprint Cup), Sunoco Red Cross Pennsylvania 500 (NASCAR Sprint Cup), Pocono Mountains 125 (NASCAR Camping World Truck Series)

Principal Owner: Joe and Rose Mattioli

Date Built: 1968

Facility Financing: Privately financed by the Mattioli Family.

[Facility Website](#)

UPDATE: In June 2009, Pocono Raceway announced that it would start the world's largest solar energy project at a sports venue. The project will include 40,000 photovoltaic panels that will be installed on 25 acres across the street from the raceway. The site has been used for parking in the past. The project is estimated to produce 3 mega-watts of power and cost an estimated \$15-17 million.

Gillette has agreed to be the title sponsor of the August Sprint Cup series race. The race was named the Gillette ProGlide 500. Additionally, in 2010, Pocono Raceway hosted the Pocono Mountains 125 NASCAR Camping World Truck Series race.

Facility: Richmond International Raceway

Location: Richmond, VA

Facility Description: 0.75 mile oval

Events: One Last Chance to Make The Chase (NASCAR Sprint Cup), Crown Royal Presents the Heath Calhoun 400 (NASCAR Sprint Cup), Bubba Burger 250 (NASCAR Nationwide Series), Virginia 529 College Savings 250 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1946

[Facility Website](#)

UPDATE: In 2010, RIR debuted a new LED video leader-board tower. The tower has a 67-foot high by 7-foot wide leader-board that will provide real-time running order and lap times. On top of the leader tower sits four 38-foot by 24-foot video boards that are capable of broadcasting live video feeds of the race. In all, the structure is 153 feet tall at its highest point.

RIR did not host an Indy car race during the 2010 season.

Facility: Talladega Superspeedway

Location: Talladega, AL

Facility Description: 2.66 mile tri-oval

Events: Mountain Dew 250 fueled by Fred's (NASCAR Camping World Truck Series), Aaron's 499 (NASCAR Sprint Cup), AMP Energy 500 (NASCAR Sprint Cup), Aaron's 312 (NASCAR Nationwide Series)

Principal Owner: International Speedway Corp.

Date Built: 1969

Facility Cost (millions): \$4

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

[Facility Website](#)

UPDATE: In November 2009, a two part, \$13 million grandstand renovation began at Talladega Superspeedway. Half of the seats were renovated before the Sprint Cup race in April 2010 and the remaining seats were finished in time for the fall Sprint Cup race. The old grandstand seats were replaced with larger seats that have cup holders.

In March 2010, Talladega Superspeedway Chair, W. Grant Lynch Jr., took over day-to-day operation of the speedway.

Facility: Texas Motor Speedway

Location: Ft. Worth, TX

Facility Description: 1.50 mile quad-oval

Events: WinStar World Casino 400K (NASCAR Camping World Truck Series), WinStar World

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

Principal Owner: Speedway Motorsports Inc.

Date Built: 1996

Facility Cost (millions): \$250

[Facility Website](#)

UPDATE: In early 2010, Texas Motor Speedway (TMS) announced two multi-year title sponsorship agreements for two of the major events at TMS. AAA Texas has reached a five-year deal to become the title sponsor of the fall NASCAR Sprint Cup Series race at TMS. As part of the deal, AAA Texas will also be the official auto club and auto insurance of TMS. Firestone has reached a two-year agreement to be the title sponsor of the IndyCar race at TMS.

Facility: Watkins Glen International

Location: Watkins Glen, NY

Facility Description: 2.45 mile road course

Events: Helluva Good! Sour Cream Dips at The Glen (NASCAR Sprint Cup), Zippo 200 at the Glen (NASCAR Nationwide Series), Camping World Grand Prix at The Glen (IndyCar)

Principal Owner: International Speedway Corp.

Date Built: 1957

Facility Financing: Privately financed by Cameron Argetsinger.

[Facility Website](#)

UPDATE: More capital improvement projects have taken place at WGI. In January 2010, WGI announced plans for capital improvements to the racetrack and surrounding areas. The on track improvements include removing the gravel pits in the inner loop and turns 5 and 10. Additionally, SAFER barriers will be installed in turn 11. Improvements around the track include the construction of two new RV dumping stations and expansion of the walkway from gate 2 to the east tunnel.

© Copyright 2010, National Sports Law Institute of Marquette University Law School {last update September 22, 2010}