



**SOUTH
BOSTON**
SPEEDWAY

Partnership Opportunities



"America's Hometown Track"

HISTORY

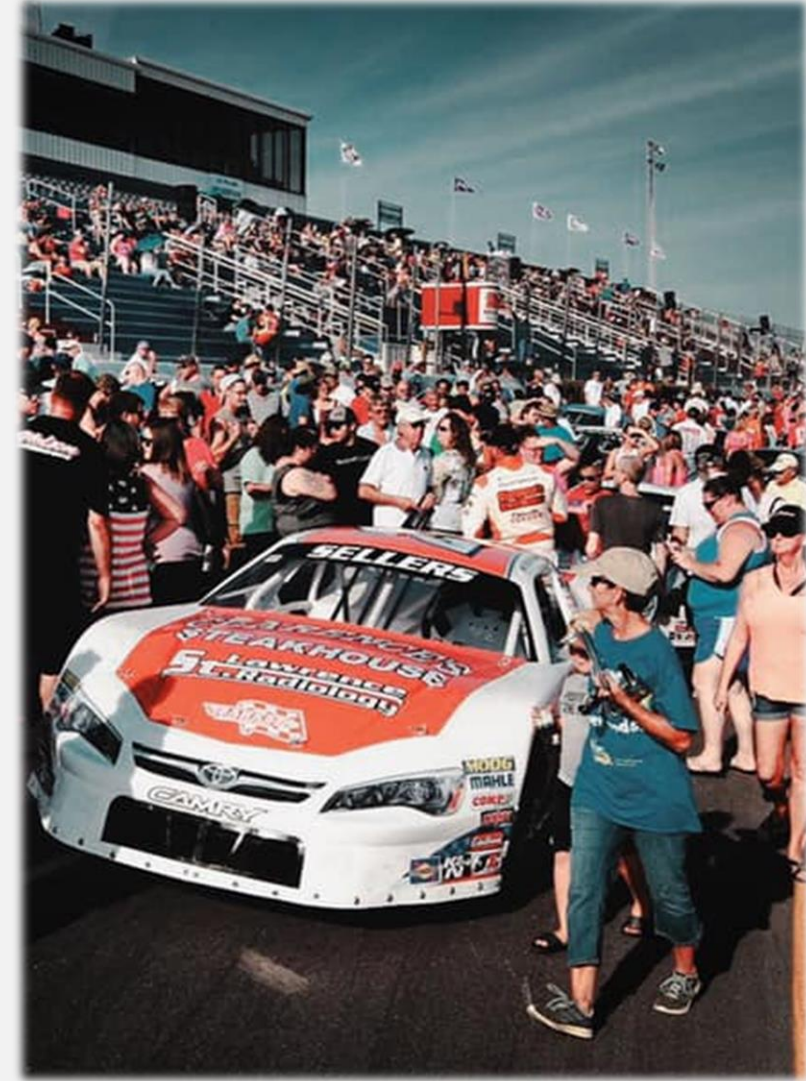
- Established in 1957
- Part of the international NASCAR Advance Auto Parts Weekly Series / NASCAR Home Tracks program
- Featured on iRacing
- Sister track to Pocono Raceway
- Home track to many NASCAR stars – including Jeff Burton, Ward Burton, Elliot Sadler and Hermie Sadler

Track Facts

- Banking 12-degree turns / 10-degree straightaways
- Racing Surface Width – 45 feet
- Straightaway Length – 360 feet

WHY SOBO?

- South Boston Speedway is a local, regional and nationally recognized brand
- Loyal and dedicated fanbase
- Tailored and budget-friendly partnership opportunities
- In-person and social / digital media exposure for partners
- Direct access to Speedway fans with activation opportunities
- Family atmosphere
- **Thousands** of loyal fans in attendance and **thousands more** impressions online



LOCAL. REGIONAL. NATIONAL.

South Boston Speedway is located within 3 hours of 7 million people

Danville, VA
Micro Area

Population: 65,000
Distance: 30 mins.

Durham, NC
Metro Area

Population: 644,000
Distance: 1 hour

Greensboro, NC
Metro Area

Population: 771,000
Distance: 1 hr. 30 mins.

Martinsville, VA
Micro Area

Population: 103,000
Distance: 1 hr. 30 min.

Raleigh, NC
Metro Area

Population: 1.3 million
Distance: 1 hr. 45 mins.

Winston-Salem, NC
Metro Area

Population: 666,000
Distance: 1 hr. 50 mins.

Richmond, VA
Metro Area

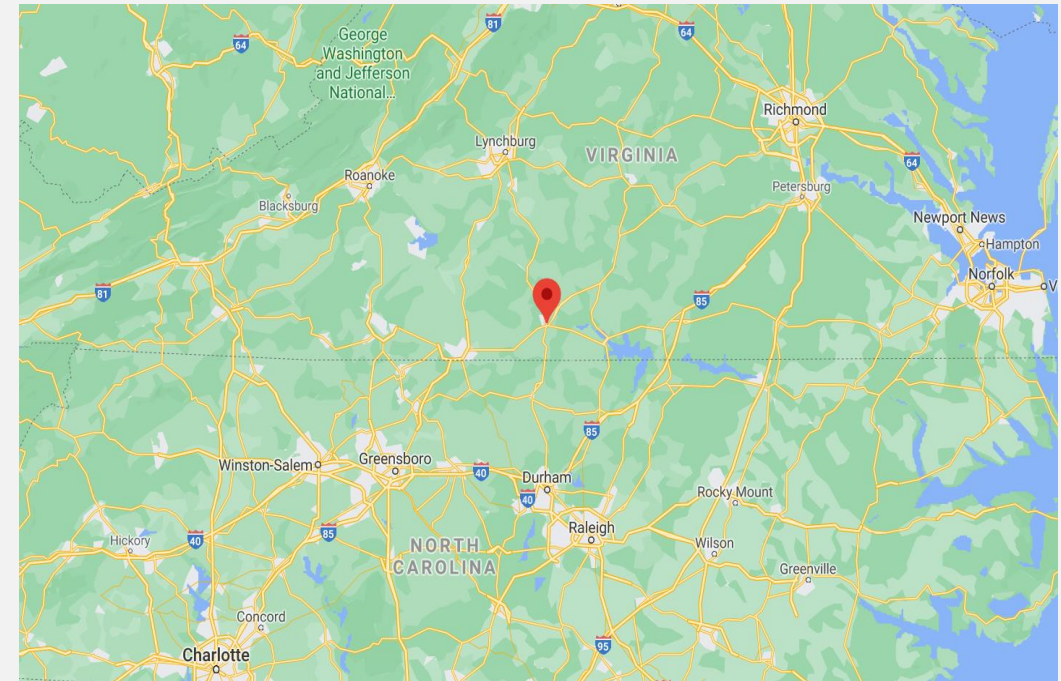
Population: 1.3 million
Distance: 2 hours

Roanoke, VA
Metro Area

Population: 318,000
Distance: 2 hours

Charlotte, NC
Metro Area

Population: 2.2 million
Distance: 3 hours



STRONG SUPPORT OF LOCAL RACING SPONSORS

NASCAR Regional / Local Series fans are very supportive of NASCAR sponsors. Compared to “Other NASCAR Fans,” **NASCAR Regional / Local Series fans are approximately twice as likely to:**

Talk positively about brands that are sponsors in NASCAR.

Feel loyal to NASCAR sponsors and purchase their products/services because of their involvement in the sport.

Continue to support NASCAR sponsors more than other brands during tough economic times, because of the commitment they show to the sport.

Support NASCAR sponsors more than sponsors of other sports.

Always buy products or services from companies that sponsor NASCAR.

Always participate in NASCAR sponsors’ promotions, such as sweepstakes, coupons, mail-to win, etc.



Data supplied by NASCAR | 2014



2021 SCHEDULE

- 13 events w/ numerous races during each event
 - Weekly racing
 - Two regional touring series
 - SMART (*Open-Wheel Modifieds*),
 - CARS Tour (*Late Model Stock and Super Late Model*)
- **Extras:**
 - Track rentals
 - Community outreach events

TENTATIVE Schedule of Events
Saturday, March 20
Saturday, April 3
Saturday, April 17
Saturday, May 1
Saturday, May 15
Saturday, May 29
Saturday, June 12
Saturday, July 3
Saturday, July 17
Saturday, Aug. 7
Saturday, Aug. 21
Saturday, Sept. 4
Saturday, Oct. 16



SOUTH BOSTON SPEEDWAY

PACKAGES



"America's Hometown Track"

SIGNAGE

- Company **logo** / **message** / **info** on Speedway property
- Multiple Options:
 - Full-Size Billboard
 - Track Wall Sign
 - Banner Style

Custom bundle-style packages available

- **Benefits**
 - Signage at all Speedway events
 - Perfectly situated to be included in photos / videos captured at Speedway
 - At-track activation opportunities
 - Company logo featured on Speedway website and other social / digital media



DIVISION SPONSOR

- Company name as title sponsor of a racing division
 - Example: “*Your Company’s Name* Pure Stocks”
- **Benefits**
 - Your company’s name featured along with the racing division name in all Speedway social / digital media
 - Your company’s name included in all at-track PA commentary about the division
 - Company logo featured on all race cars in division
 - Company logo featured on Speedway website and other social/digital media
 - At-track activation opportunities

Bonus: your company logo featured on Speedway wall



IN-RACE SPONSORSHIP

Multiple other opportunities during an event that are used numerous times during each race
(four to five races per event)

- **Restart Zone** – your company's name as the sponsor of the restart zone
 - Benefits: company's branding in restart area, PA announcements as *"Your Company's Name Restart Zone"*, company logo on Speedway website / social / digital media
- **Green Flag** – your company's name as sponsor of the green flag
 - Benefits – company's logo on green flag, PA announcements as *"Your Company's Name Green Flag"* when the green flag is waved, company logo on Speedway website / social / digital media
- **One-to-Go** – your company's name as sponsor of the last lap of a race
 - Benefits – PA announcements as *"Your Company's Name one-to-go"* on final lap of every race, company logo on Speedway website / social / digital media
- **PA Reads** – your company's ad read over the PA system
 - Benefits – custom PA announcements read multiple times throughout the event(s)

EVENT ENTITLEMENT

The best package at SoBo!

- Your company as the entitlement sponsor for an entire event
- **Benefits**
 - Your company's name associated with an entire event – featured in advertising, Speedway website / social / digital media, Speedway marquee, much more
 - Can be custom named for your company ("*Your Company's Name* Night at the Races")
 - Complimentary grandstand tickets for you to distribute
 - Hospitality in one of our VIP suites, including suite tickets for you to distribute
 - Designated space for activation by your company included
 - Year-long billboard included
 - Company logo included on Speedway website / social / digital media
 - Customized event specific hashtag



ACTIVATION

- South Boston Speedway attracts thousands of fans to each event. Get your business directly in front of them.
- Activation packages for businesses to setup in our midway area just inside the ticket gate.
- **Benefits:**
 - Large outdoor space for tents, vehicles, etc.
 - High foot traffic area throughout the event
 - PA announcements during events encouraging fans to come see your business in the midway
 - Opportunities for handouts and potential sales opportunities



LET'S GO DIGITAL

- Your company on the all-new southbostonspeedway.com website
- Numerous options
 - GIFs / standard photo
 - Numerous locations
 - Different timetables
- **Benefits:**
 - High traffic from a dedicated fanbase
 - Reach thousands of viewers weekly
 - Linked straight to your website



CUSTOM / SPECIALTY PACKAGES

If you do not see a package that fits your business's needs, we can **customize!**

Let us know which sponsorship ideas you would like to incorporate, and we will create a personalized package solely for your business.



CONTACT INFORMATION

Chase Brashears

Asst. General Manager

Office: (434) 572-4947

Cell: (434) 446-2166

Chase@SouthBostonSpeedway.com

Carly Brashears

Sales/Marketing/Administration

Office: (434) 572-4947

Cell: (704) 277-1238

Carly@SouthBostonSpeedway.com

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