

# ABOUT THIS DECK

***\*Delete this slide before presenting. For team info purposes only.***

- This sponsorship deck is provided as a tool for South Boston Speedway teams.
- How to use:
  - The deck is provided generic. You are welcome to change out photos, logos, etc. throughout.
  - The information at the beginning is all about South Boston Speedway and includes mostly analytical data. **We ask that you please only use this for proposals and not share with the public as much of the data is for business purposes only and is not fan-facing information.**
- Questions or need help?
  - Email [chase@southbostonspeedway.com](mailto:chase@southbostonspeedway.com) or [carly@southbostonspeedway.com](mailto:carly@southbostonspeedway.com)
  - Or call (434) 572-4947







TEAM MARKETING OPPORTUNITIES  
INSERT TEAM NAME HERE





# 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?

- A local, regional and nationally recognized brand
- Loyal and dedicated fanbase
- Direct-to-consumer approach
- 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
- Event livestreaming pushing brands to people (*literally*) across the country
- Community stewardship
  - Partners enjoy engaging the community at large



# 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**

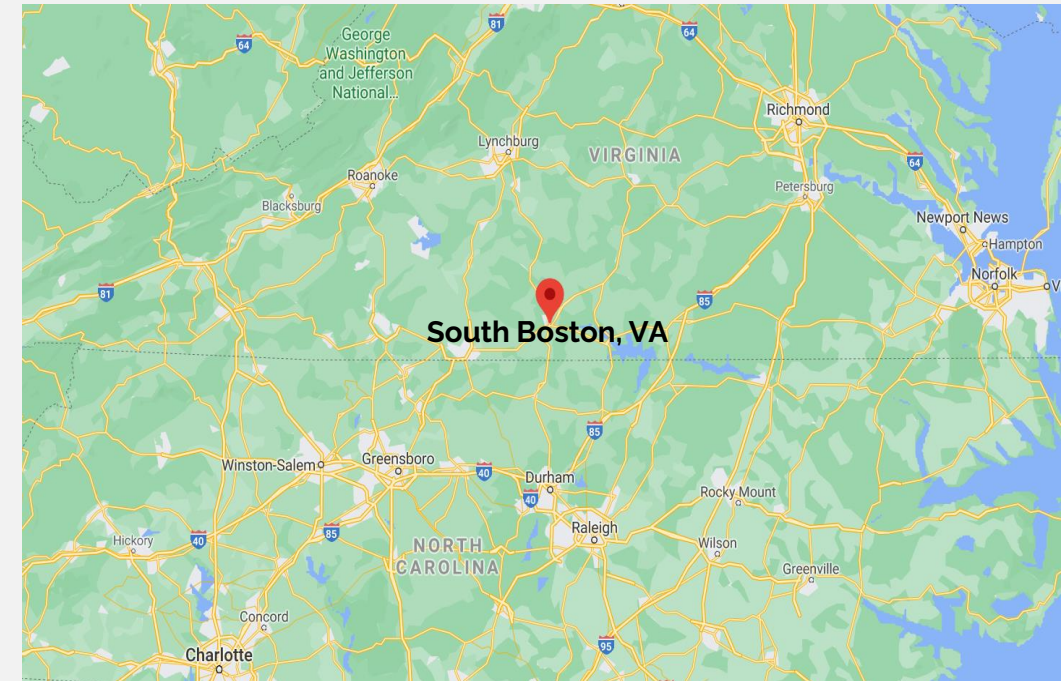
**Population:** 1.3 million  
**Distance:** 2 hours

**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.

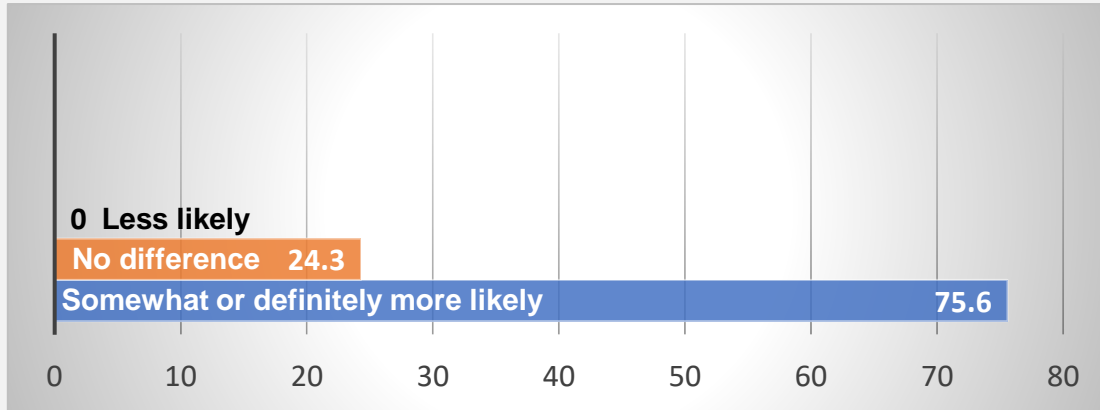


*Data supplied by NASCAR | 2014*

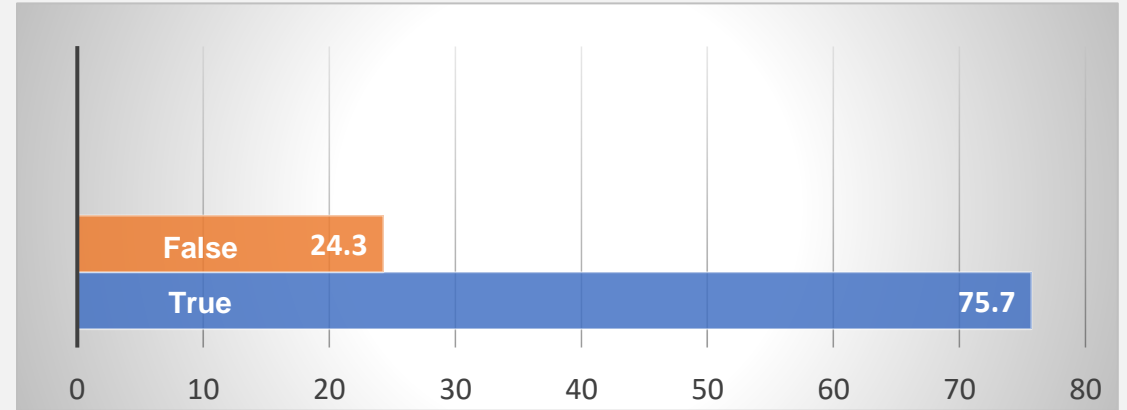


# OUR FANS SUPPORT BUSINESSES THAT SUPPORT US

How likely are you to support businesses that support South Boston Speedway?



True / False: I am more loyal to companies that support South Boston Speedway versus those that do not.

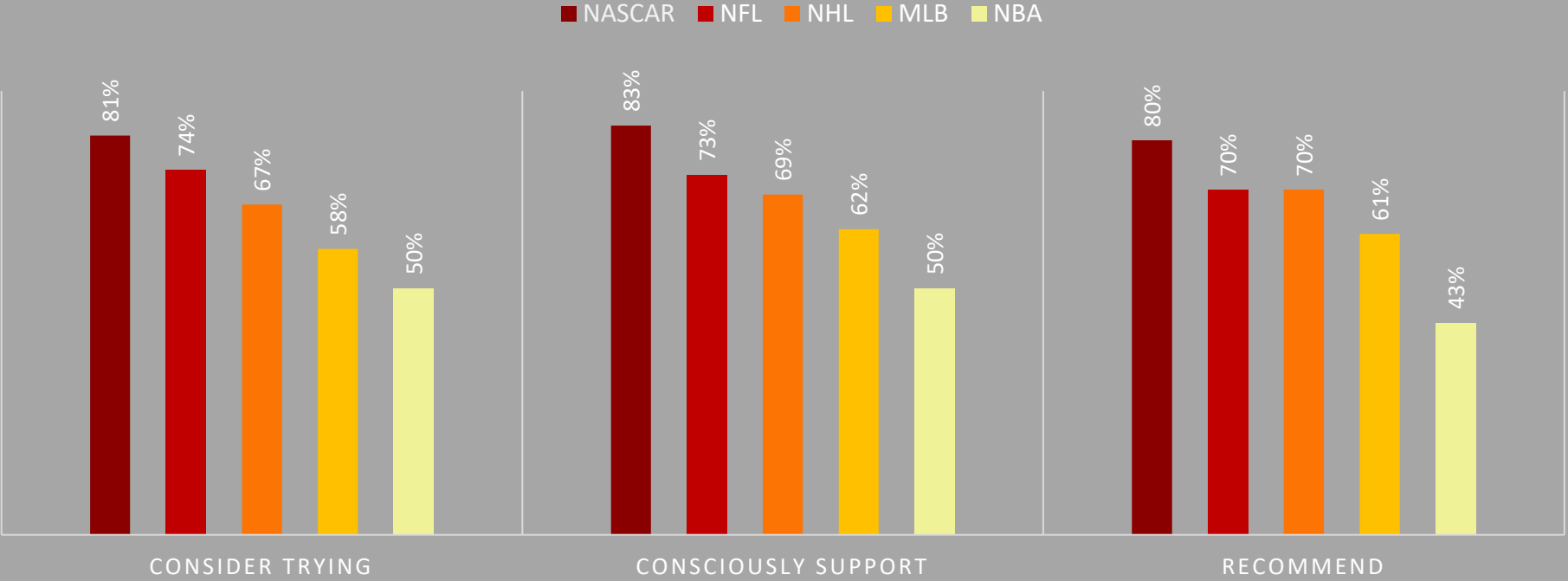


*Data supplied by South Boston Speedway | July 2021 Fan Survey*



# THE STRONGEST FAN SUPPORT IN SPORTS

Proportion of Each Sport's Avid Fans who Are More Likely to Support the Sport's Official Sponsors in the Following Ways



Q: Are you more or less likely to [INSERT LOYALTY METRIC] a product / service if that product / service is an official sponsor of [INSERT SPORT]?

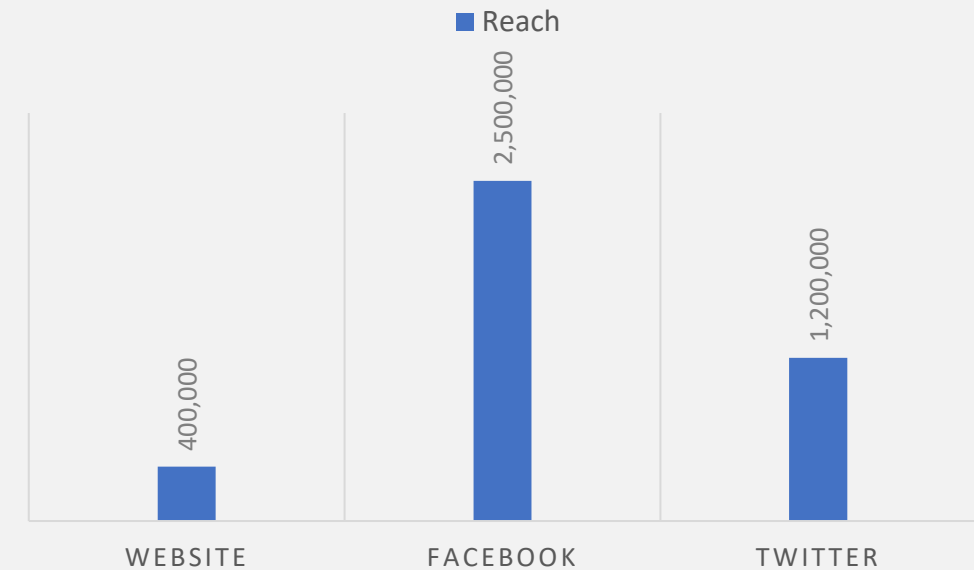
Source: Turnkey Sports & Entertainment, results published in SBJ, n=400 for each sport's entire study  
Note: Data reflects latest results for each sports property as of December 2017



# THE NUMBERS

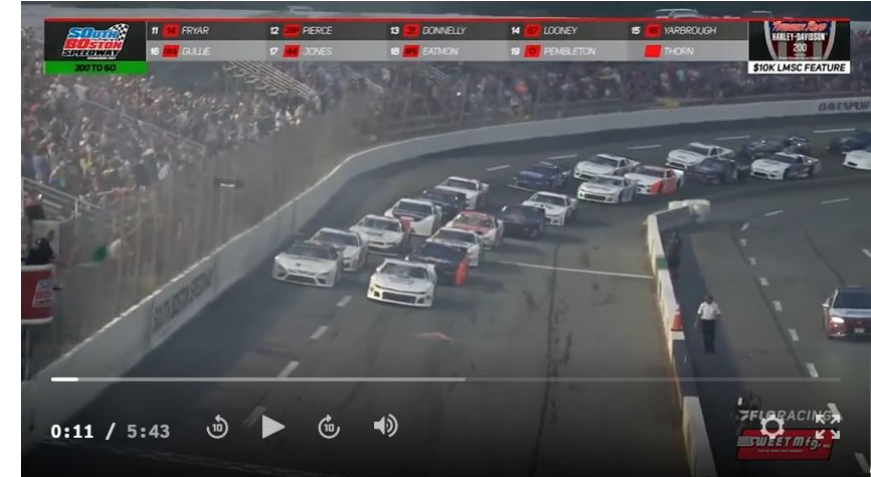
- South Boston Speedway and nearby Virginia International Raceway bring over \$50 million dollars into Halifax County, VA  
(source: Halifax Co., VA Chamber of Commerce, 2019)
- Email:
  - The Speedway manages an active CRM/email system with thousands of accounts
- In-Person:
  - Average events attract 2,500-3,000 people. Larger events attract 7,000 or more people.
  - Annually the track brings in over 45,000 guests.
- Digital media
  - Website - over 400,000 views per year
  - Social media – FOUR MILLION annual social media reach/impressions

## ANNUAL SOCIAL / DIGITAL MEDIA REACH



# WORLDWIDE LIVESTREAMING

- South Boston Speedway events are streamed worldwide by FloRacing ([floracing.com](https://floracing.com))
- FloRacing is a platform by FloSports which streams thousands of motorsports events a year and is partnered with hundreds of racetracks, series', drivers (Tony Stewart, Kyle Larson, etc.)
- FloSports streams tens of thousands of events a year from bowling, basketball, football, wrestling, motorsports and much more across the globe
- Speedway controls the video/audio of the broadcast via a in-house production studio
- *Specific 2022 viewership data will be available Jan. 2023. Events generally are viewed by a few thousand and can be up to 10,000*



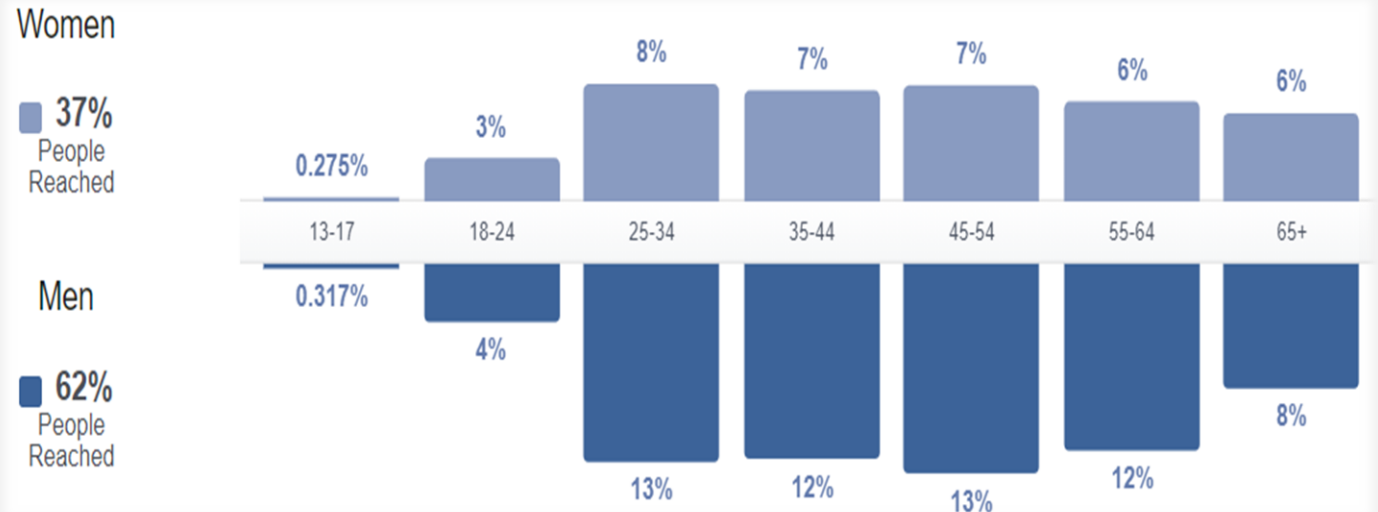
# WHO ARE OUR FANS?

## ■ Top Markets:

- South Boston, VA / Halifax County, VA
- Danville, VA
- Roanoke, VA
- Lynchburg, VA
- Virginia Beach VA
- Charlottesville, VA
- Charlotte, NC
- Charlottesville, VA
- Raleigh, NC

## ■ Who's at our events:

- Fans / Spectators
- Race teams – drivers, crew members, families
- Sponsors (B2B)
- Streaming – viewers across the country; live and DVR



*\* Our attendees travel! Roughly half of our attendees travel one-two hours to attend events.*



# 2023 SCHEDULE



# FUN. FAST. AUTHENTIC.

**SATURDAY, MARCH 18 | 2:00 PM | SEASON OPENER**

**SATURDAY, APRIL 1 | TBA | FOOLS RUSH 291**

SMART MODIFIED TOUR, LATE MODEL STOCK CAR + MORE

**SATURDAY, APRIL 22 | 7:00 PM**

**SATURDAY, MAY 6 | 7:00 PM**

**SATURDAY, MAY 13 | 7:00 PM**

**SATURDAY, JUNE 3 | 7:00 PM**

**SATURDAY, JUNE 17 | 7:00 PM | PRELUDE TO 200**

**FRIDAY, JUNE 30 | PRACTICE + FAN FEST**

**SATURDAY, JULY 1 | 7:00 PM | TRHD 200**

VIRGINIA TRIPLE CROWN KICK OFF, FIREWORKS + MORE

**SATURDAY, JULY 15 | 7:00 PM**

**SATURDAY, AUG 5 | 7:00 PM**

**SATURDAY, AUG 19 | 7:00 PM | SOBO 270**

\$5,000 TO WIN 150-LAP LATE MODEL STOCK CAR RACE + MORE

**SATURDAY, SEPT 2 | 7:00 PM | CHAMPIONSHIP**

**SATURDAY, OCT 7 | 7:00 PM | CARS TOUR**

CARS LATE MODEL STOCK CAR & PRO LATE MODEL TOURS

*Others events TBA.*

*Above motorsports schedule does not include rental events or March 4 drifting event.*





**TEAM MARKETING OPPORTUNITIES**  
**INSERT TEAM NAME HERE**



***Fun. Fast. Authentic.***

# USE THIS SLIDE & OTHERS TO DETAIL PARTNERSHIP

- Use realistic data if you have it. Be specific.
- Don't have a lot of bullet points. Use visuals (photos, graphs, etc.) when possible.
- *To add more slides, click New Slide or right click and duplicate this slide.*



# CONTACT INFORMATION

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***Fun. Fast. Authentic.***

