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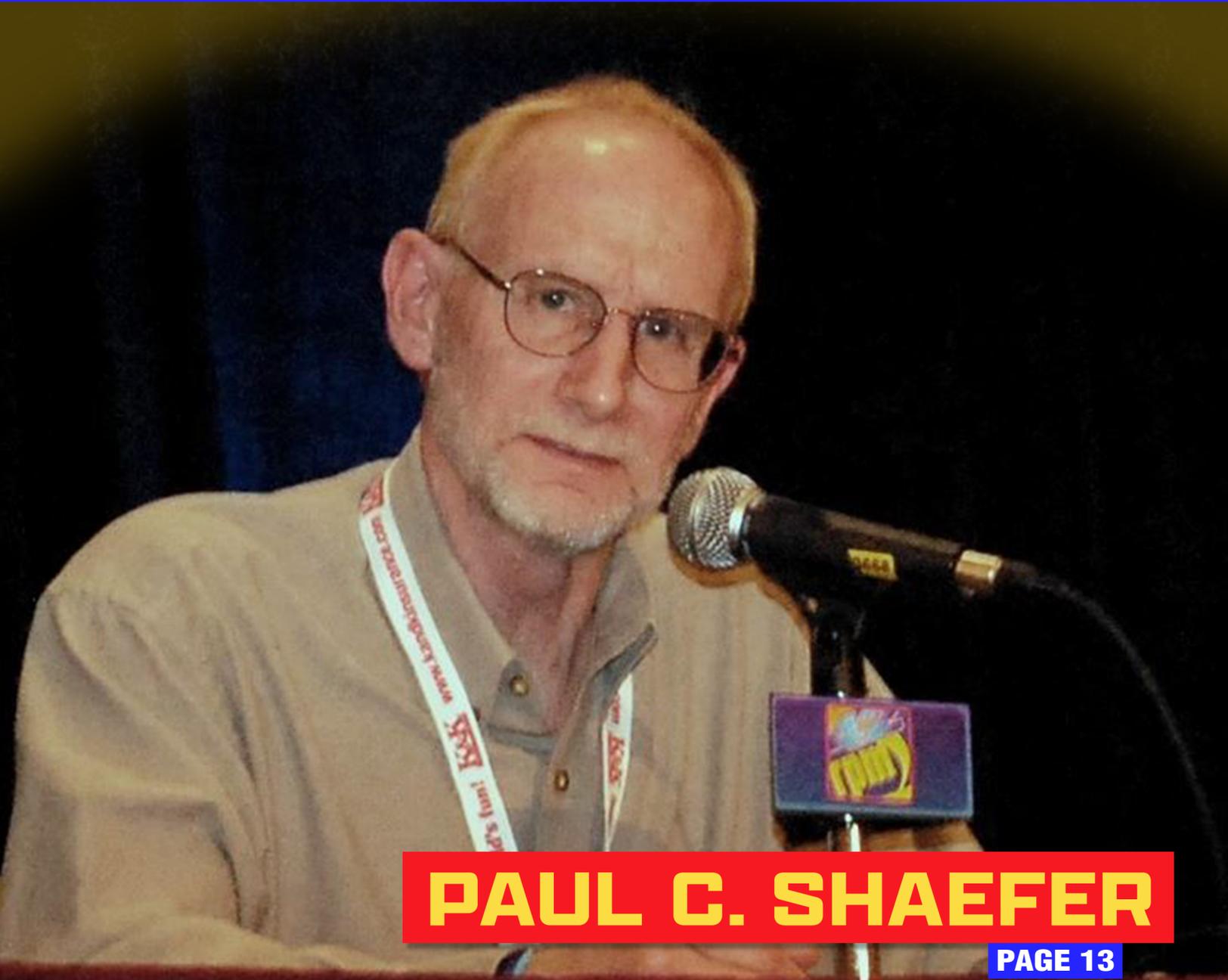
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# RACING PROMOTION MONTHLY

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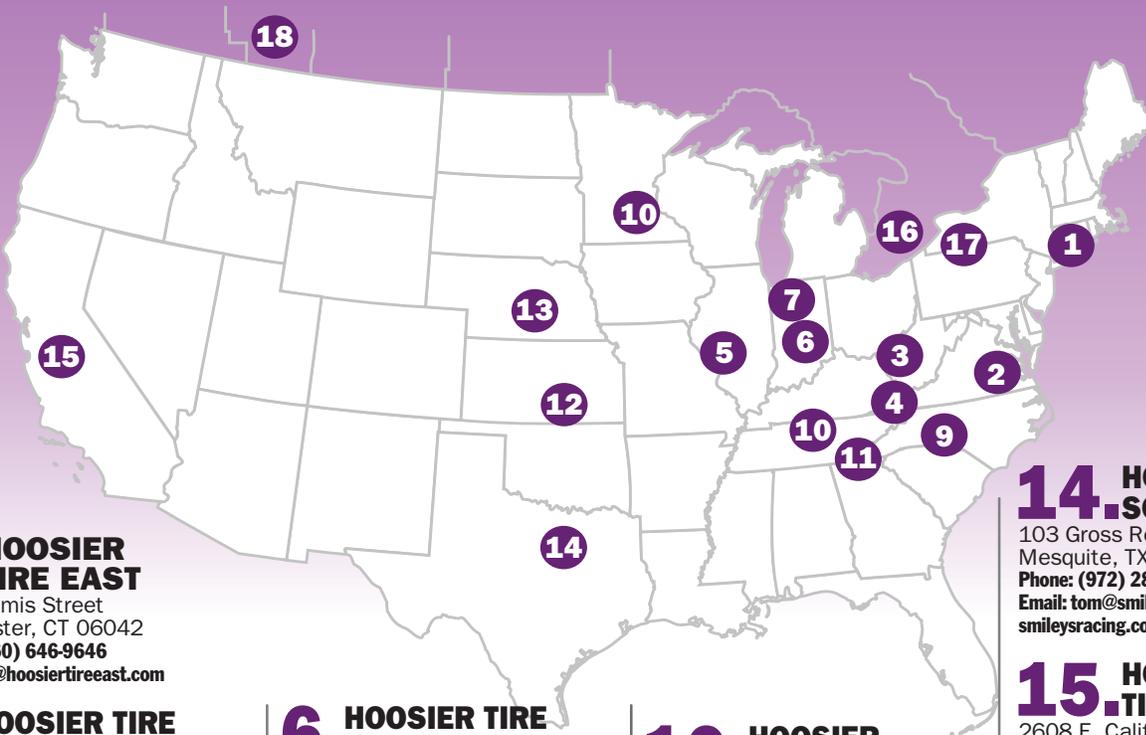


**PAUL C. SHAEFER**

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## MAILING ADDRESS:

1670 Hall Road, Elma NY 14059 - PO Box 161,  
174 E. Main Street, East Aurora, NY 14052

## E-MAIL CONTACT:

[jskotnicki@racingpromomonthly.com](mailto:jskotnicki@racingpromomonthly.com)



Please take note of our locations for the 51st Annual RPM Workshops, whether it be the Silver Legacy in Reno or the Shores in Daytona and plan to patronize and stay there. Your help in attending and supporting the locations of the Workshops help us grow the activities and sessions. The dates once again Tuesday, November 28; Wednesday, November 29 and Thursday, November 30 for Reno, while Daytona is Sunday, February 11; Monday, February 12 and Tuesday, February 13, 2024. We look forward to seeing all of you there.



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# 51ST ANNUAL RPM@RENO WESTERN AND RPM@DAYTONA VENUES AND DATES SET

Since we've left Daytona we have run a "Save the Date" section in the RPM Newsletters and this will "make it official" that the 51st Annual RPM@Reno Western Workshops in Reno, Nevada will "slide" over to the Silver Legacy as part of "The Row" in downtown Reno, Nevada. The dates will be November 28, 29 and 30, 2023.

The 51st Annual RPM@Daytona will take place at the Shores Resort and Plaza in Daytona Beach Shores, Florida on February 11, 12 and 13.

Booking information and details for both Workshops will be made available in the June Newsletter.

We have made the move in Reno to the Silver Legacy as the rooms have been remodeled in 2020 and we recognize that we needed a change of venue, however, Reno provides something on the West Coast that other destinations do not and that is affordability. Each year, we review other cities and we do listen to everyone's thoughts, however, Reno still offers the most affordable lodging and best options for us to host the meetings without "breaking the bank" to do so.

We have already confirmed that several of the speakers from a great 50th Annual RPM@Daytona Workshops will be in attendance at the 51st Annual RPM@Reno Western Workshops, including Megan Hazel from World Racing Group, Sean Foster from Waterford Speedbowl, Renee Dupuis from the Monaco Modified Tri Track Series amongst others. It's going to be an exciting "all new" Reno and with a much more aggressive schedule expanding on the education of the past Workshops. Exciting details will be announced in forthcoming editions of the Newsletter.



**(TOP) LOCATION OF 51ST ANNUAL RPM RENO WORKSHOPS, SILVER LEGACY, RENO, NEVADA**  
**(BOTTOM) LOCATION OF 51ST ANNUAL RPM WORKSHOPS, THE SHORES RESORT, DAYTONA BEACH, FLORIDA**

In Daytona, there were several key factors in place. Availability of space, the ambiance that the hotel setting creates for networking versus a convention center type environment and cost. We are going to make adjustments to the location of the trade show portion of the program dropping "pipe and drape" from the show, to create space for free-standing exhibits and booths. We will also utilize the available space more wisely, creating some specific sessions that will be "first come, first serve" filling the rooms with limited capacities in sessions that are dedicated to specific topics like "building a sales deck": "technical inspection" and more.

If you remember correctly, the Shores provided us with a home for the Workshops when the Plaza suddenly closed on November

1, 2022, so we should support them and be thankful for their hospitality in welcoming us in on such short notice last year.

The 51st Annual RPM Workshops are certain to be exciting and educational experiences.

**51st Annual RPM@Reno Western Workshops, will take place November 28, 29 and 30, 2023. For Reno, PLEASE NOTE - We are moving in Reno to the Silver Legacy as part of the "The Row". The rooms at the Silver Legacy were remodeled in 2020, booking details will be released in the June edition of the RPM Newsletter. We will remain at the Shores Resort and Spa in Daytona Beach Shores, Florida for the 51st Annual RPM@Daytona Workshops on February 11, 12 and 13. Booking details for the Shores will also be available in the June Edition of the RPM Newsletter.**

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# LIGHTNING SAFETY TAKES PRIORITY...

With the Summer Solstice passing us by as we release this, we thought this would be a good time to look over planning on severe weather, primarily thunderstorms that produce lightning, which may move into and on your facility and event rapidly. There are regulations we all need to follow and they may vary by state or county, but in many cases, follow the one rule of thumb of utilizing good planning and safe common sense movement that does not create panic.

Each year in the United States, more than four hundred people are struck by lightning. On average, about 70 people are killed and many others suffer permanent neurological disabilities. Most of these tragedies can be avoided if proper precautions are taken. When thunderstorms threaten, events, those administering the event and officials must not let the desire to start or complete the event hinder their judgment when the safety of participants and spectators is in jeopardy.

All thunderstorms produce lightning and are dangerous. In an average year, lightning kills more people in the U.S. than either tornadoes or hurricanes. Lightning often strikes outside the area of heavy rain and may strike as far as 10 miles from any rainfall. Many deaths from lightning occur ahead of storms because people wait too long before seeking shelter, or after storms because people return outside too soon.

If you hear thunder, you are in danger. Any-time thunder is heard, the thunderstorm is close enough to pose an immediate lightning threat to your location. In many cases there are specific mileage parameters in regard to when a facility needs to have the grandstands emptied and competition stopped, which in many cases is 10-miles, because lightning moves quickly or expansive regions at a time during a storm.

Lightning leaves many victims with permanent disabilities. While only a small percentage of lightning strike victims die, many survivors must learn to live with very serious, life-long disabilities. To avoid exposing participants and spectators to the

risk of lightning you could practice the following as precautions, creating a note book for your track. Postpone activities if thunderstorms are imminent. Prior to an event, check the latest forecast and, when necessary, postpone activities early to avoid being caught in a dangerous situation. Stormy weather can endanger the lives of participants, staff, and spectators.

Plan ahead. Have a lightning safety plan. Know where people will go for safety, and know how much time it will take for them to get there. Have specific guidelines for suspending the event or activity so that everyone has time to reach safety before the threat becomes significant. Follow the plan without exception.

Keep an eye on the sky. Pay attention to weather clues that may warn of imminent danger. Look for darkening skies, flashes of lightning, or increasing wind, which may be signs of an approaching thunderstorm.

Listen for thunder. If you hear thunder, immediately suspend your event and instruct everyone to get to a safe place.

Substantial buildings provide the best protection. Once inside, stay off corded phones, and stay away from any wiring or plumbing. Avoid sheds, small or open shelters, dugouts, bleachers, or grandstands. If a sturdy building is not nearby, a hard-topped metal vehicle with the windows closed will offer good protection but avoid touching any metal.

Avoid open areas. Stay away from trees, towers, and utility poles. Lightning tends to strike the taller objects.

Stay away from metal bleachers, backstops and fences. Lightning can travel long distances through metal.



**CONTINUED**

# LIGHTNING SAFETY TAKES PRIORITY... CONTINUED

Activities should not resume until 30 minutes after the last thunder was heard. As a further safety measure, officials may want to have a tone-alert NOAA Weather Radio. The radio will allow you to monitor any short-term forecasts for changing weather conditions, and the tone-alert feature can automatically alert you in case a severe thunderstorm watch or warning is issued. To find your nearest NOAA weather radio transmitter, go to <http://www.nws.noaa.gov/nwr/> and click on "Station Listing and Coverage."

If you feel your hair stand on end (this typically is an indications that lightning is about to strike).

Crouch down on the balls of your feet, put your hands over your ears, and bend your head down. Make yourself as small a target as possible and minimize your contact with the ground.

Do not lie flat on the ground.

What to do if someone is struck by lightning

Lightning victims do not carry an electrical charge, are safe to handle, and need immediate medical attention.

Call for help. Have someone call 9-1-1 or your local ambulance service. Medical attention is needed as quickly as possible.

Give first aid. Cardiac arrest is the immediate cause of death in lightning fatalities. However, some deaths can be prevented if the victim receives the proper first aid immediately. Check the victim to see that they are breathing and have a pulse and continue to monitor the victim until help arrives. Begin CPR if necessary.

If possible, move the victim to a safer place. An active thunderstorm is still dangerous. Don't let the rescuers become victims. Lightning CAN strike the same place twice.

REMAIN INFORMED

Listen to NOAA Weather Radio for the latest forecast and for any severe thunderstorm WATCHES or WARNINGS. Severe thunderstorms produce winds of 58 mph or greater, or hail 3/4 of an inch or larger in diameter. A severe thunderstorm WATCH is issued when conditions are favorable for severe weather to develop. A severe thunderstorm WARNING is issued when severe weather is imminent. National Weather Service personnel use information from weather radar, satellite, lightning detection, spotters, and other sources to issue these warnings.

NOAA WEATHER RADIO IS THE BEST WAY TO RECEIVE FORECASTS AND WARNINGS FROM THE NATIONAL WEATHER SERVICE.

Remember that all thunderstorms produce lightning and all lightning can be deadly to those outside. For additional information on lightning or lightning safety, visit NOAA's lightning safety web site: <http://www.lightningsafety.noaa.gov> or contact: National Weather Service 4899 South Complex Drive SE Grand Rapids, MI 49512-4034

This may be a good time that if your track is in a location where storms and severe weather move through frequently to contact a "Weather Insurance" provider and see what your options are. Weather Insurance providers can be found in the Industry Directory of the RPM Newsletter.



 **CONTINUED**

# SELLING TICKETS AT THE DOOR

EFFECTIVE COMMUNICATION PLAYS A VITAL ROLE IN MOTORSPORTS PROMOTION, AS IT ENABLES ORGANIZERS TO ENGAGE WITH FANS, SPONSORS, AND MEDIA TO CONVEY THE EXCITEMENT AND UNIQUE FEATURES OF THE SPORT.

## THREE TIPS FOR EVENT ORGANIZERS WHEN SELLING TICKETS AT THE DOOR...

We all know you'd prefer your events sell tickets in advance. It's what we all strive for. It's why you offer early-bird ticket sales. And it's why you invest so much in event marketing. But as you have no doubt seen, despite your grandest efforts, some events simply will not sell online.

That's why we need to pay attention to door ticket sales. These event at the door" purchases are often critical to your bottom line. Entertainment industry trends have seen in recent months as much as 31% of tickets sales coming from ticket sales at the door, which in the business of short track racing is much higher.

If you aren't prepared, your event experience can be negatively impacted. Think about the long lineups and the frustrated customers who can't get to their seats in time to enjoy your event. And think about the revenue loss that can occur when your box office isn't equipped to effectively handle transactions at the door.

Here are three best practices every event promoter should follow to cash in on those ticket sales at the door:

1. Streamline entry with ticket and bar code scanners  
Point-of-sale apps with ticket and bar code scanning technology allow your staff to use their tablet or smartphone's camera, to instantly scan and check in your arriving customers. This can be done in a fraction of the time it takes alternative ticket-checking methods, which include reviewing printed tickets



and stamping an attendee's wrist for re-entry.

If you have been selling tickets online, this has almost become a mandatory practice.

2. Will that be credit or debit?  
Your point-of-sale app should be equipped to process all major and foreign credit and debit cards. And don't underestimate the convenience and value of tapped transactions. Even the slightest credit card or debit hiccup could negate a potential customer's impulse to buy a ticket. When the payment process is quick and easy, your lineups move faster, and your customers are happier.

Most banks that are handling your "merchant services" transactions have systems in place that will accept swipe, chip and tap transactions within a blue-tooth application.

3. Equip your teams to handle cash  
Your point-of-sale app should enable cash handling options. This includes restricting access to select employees or volunteers who handle cash, providing

cash boxes that only open when cash transactions are processed, as well as offering data reporting capabilities that synchronize the cash transactions with the credit and debit purchases on your point-of-sale system.

In short track racing, cash is still king at the gate and on some nights, when the line is a bit longer than accepted (which is always a good thing), be prepared to have a cash only avenue of entrance into the event. It's always a good way to move people quickly.

If you're selling tickets at the door and you don't want your potential customers exiting Stage Left at the long line-ups in front of them, then invest in a ticketing solution that offers point-of-sale functionality to keeps things running smoothly at the door.

**RPM** CONTINUED

# NOTICE SAVE THESE DATES

## 51st Annual RPM@Reno & RPM@Daytona Workshops

**RPM@RENO  
WORKSHOPS  
WED, NOV. 29 &  
THURS, NOV 30, 2023**

**RPM@DAYTONA  
WORKSHOPS  
MON, FEB 12 &  
TUES, FEB 13, 2024**

RPM@RENO - SILVER LEGACY, RENO, NV  
RPM@DAYTONA- THE SHORES RESORT, DAYTONA BEACH, FL



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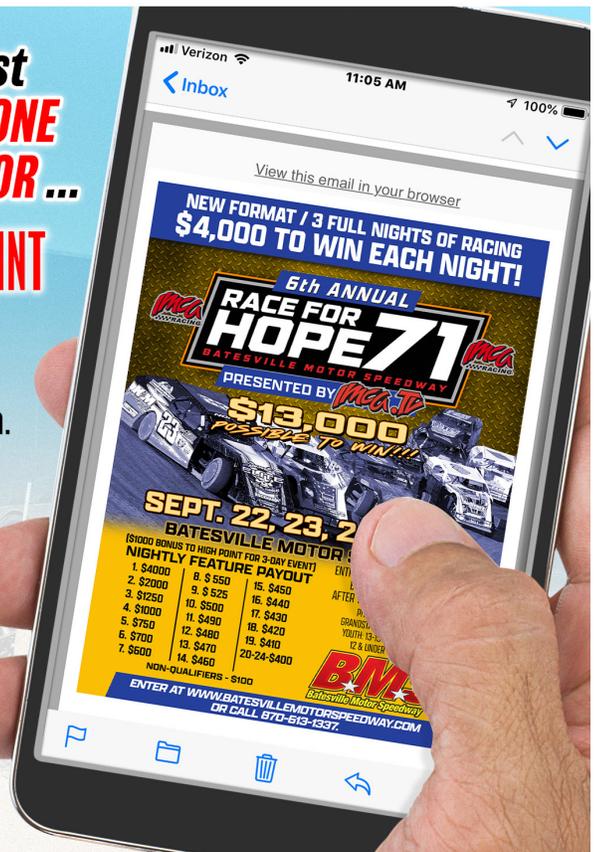
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# SPONSORSHIP

**7** METHODS FOR MORE SPONSORSHIP DOLLARS  
To assist in boosting your sponsorship sales, try these seven things:

- Choose sponsors that align with your target audience
  - Have comprehensive, customizable sponsorship packages to choose from
  - Don't be afraid to dip into the well twice (repeat the same sponsor for a second year/event)
  - Use fulfillment reports to increase your value to a sponsor
  - Track other important metrics pre and post-event
  - Focus on creating value-driven events, often with the assistance of your sponsor
  - Offer exclusive conferences to the sponsor using your well-built network
- If one of your goals this year is to improve sales from your sponsorships, then we encourage you to keep reading. In this post, we'll elaborate on the seven tips above so you can start planning and screening your sponsors in a more benefits-driven and revenue-centric way for you both.

**Keep Your Sponsor Aligned with Your Target Audience**  
Besides the unpredictability of results, one reason to avoid throwing things at a wall with sponsorship sales is the possibility of goal misalignment. While your target audience and that of your sponsor may never perfectly overlap, there should be enough similarities between the audiences that make the sponsor worth working with.

To determine which sponsor would be the most viable partner, you need to know your own target audience inside and out. This audience would be comprised of past event attendees. Hopefully, you've kept the line of communication open with these attendees, as that will make it easier to reconnect.

We recommend using analytics on your social media accounts and your website to gauge who's visiting, where they're from, what their age is, their gender, and even their occupation. Alternately, focus groups or online-based surveys are other good options for learning more about your attendees, their pain points, and what else makes them tick.



## Offer Customizable Sponsorship Packages

No two sponsors are exactly alike, and in keeping that in mind, you could see a spike in sponsorship sales. During your sponsorship proposal, should you choose to present one, you might discuss your sponsorship package as well.

A customizable, flexible sponsorship package makes you more attractive to sponsors. You may include such things in this package as promotions and marketing ahead of and after the event or customizable add-on-options in addition to your base package. You could even give your sponsor first dibs at certain parts of your event, such as a prized location or exhibit.

By keeping the perks and pricing flexible, you and the sponsor can come to an agreement that adds max value to the event.

## Use a Sponsor Again If It Makes Sense

Never be afraid to dip into the well twice. If, for an event last year, you worked with a sponsor and it went fabulously, there's no rule that precludes you from reaching out a second time. The past history with that sponsor plus your reputation

**CONTINUED**

An advertisement for Speed Sport TV. It features the "SPEED SPORT TV" logo on the left, a smartphone displaying a racing scene in the center, and the text "BINGE-WORTHY" in large yellow letters. Below the phone are logos for Roku, Amazon Fire TV, Chromecast, Apple TV, Android, and Apple OS. At the bottom right, it says "GET.SPEEDSPORT.TV".

 **STORY CONTINUED**

as being a great partner to work with increases the chances of your sponsor saying yes to a repeat outing.

By working with the same sponsor again, you also get the added benefit of having a lot of the kinks already worked out. Unless the sponsor drastically changed from the last time you worked together, then you two know each other pretty well. You can skip some of the growing pains and getting to know each other's styles and get right to planning a fantastic, profitable event.

### Never Go Without Fulfillment Reports

This is something we discussed in our five stages of sponsorship post as linked to above. A fulfillment report is useful for any sponsor, but if you're chasing after a repeat one, the report is especially necessary.

What is a fulfillment report? It's an overview of all the promised assets that you said you'd deliver to the sponsor. The report also doubles as an accountability check, for it's a good opportunity for you to gauge how many of those assets you fulfilled. If there are ones you didn't get to, ask yourself why. Was it lack of time or funds? Did disorganization cause something to slip through the cracks?

The fulfillment report should be augmented with photos of all deliveries, including web traffic reports, samples, product placements, event logos, and more. When your sponsor from the year prior is reminded through the fulfillment report of all that went well with your last event, doing another one with you becomes a no-brainer.

Fulfillment reports have a role even outside of continuing work with the same sponsor. They serve as a wonderful vi-

sual and written means of proving your track record to a new sponsor. That should enhance the interest of any worthwhile partner.

### Track Important Metrics During and After Your Event

Of course, having a fulfillment report isn't all you need. As your event gets underway, don't get so busy that you forget to track metrics. By tracking metrics like attendance, exhibit engagement, length of time stayed, and more during and after the event, you get the most accurate gauge of event success. Not only is this a solid opportunity to increase sponsorship revenue, but having measurable data proving event accomplishments makes it easier to find future sponsors to work with.

### Make an Event Valuable on Your Own, Then Double or Triple That Value with Your Sponsor

If you're chasing after a major sponsor, then you have to assume you're not the only one doing so. You don't know how many other organizations like yours that you could be competing with, but you have to expect it's at least several.

Thus, in sponsorship sales, you can't concern yourself exclusively with how much value your sponsor will bring to your event. You also have to take some serious time to think of how you can present value to the sponsor.

Maybe it's a more flexible sponsorship package than the traditional gold, silver, and bronze ones. Perhaps it's a record of excellence that only needs funding to take it to the next level. You could even have a virtual Rolodex of exclusive contacts (more on this momentarily).

 **CONTINUED**

## STORY CONTINUED

Whatever it is that makes your organization valuable, it's important you position that front and center. When a sponsor realizes your value, it has a twofold benefit. For one, with your combined efforts, you can put on a money-making, highly engaging event that will draw a large crowd.

Also, should the sponsor's budget get a little tight before the event and they have to make some last-minute changes, they're less likely to cut a partnership with an organization of higher value such as yours.

### Rely on Your Network to Offer Sponsorship Exclusives

Okay, so let's say as we did in the paragraphs above that you have a killer network of contacts of all sorts. These may include business partners, executives, and other sponsors you've worked with.

To a sponsor, connecting with these parties is highly desirable, but how do they get an in? You could host a reception that's exclusive only to your sponsor. Even still, you wouldn't invite every staff member at your sponsor company, but perhaps only five or 10 percent of the highest-ranked employees.

These events are about introductions, networking, and communications, so leave the sales tactics at home for the evening. If the reception goes well enough, then the sponsor should come ready to take advantage of your offer.

You could even take things a step further by introducing your sponsor to coveted thought leaders and senior leaders within your organization or your network. This would be a fantastic chance to spitball ideas. Further, it could seal the deal for even those tough-to-secure sponsors.

### Conclusion

If you're striving to increase your sponsorship sales for the next quarter, the seven tips and methods in this article all make a fantastic place to start. Even if you don't get the sponsor you had your eye on, by growing your organization's value, you'll see more sponsorship opportunities open up and more revenue along with that.



*A simple sponsor page thanking your Sponsors for their help and support during the season is a great addition to any fulfillment package.*



The news is still fresh and there remains more questions than there are answers, but the fact is that Paul C. Schaefer has passed away. It's been a tough season for losing our connections to short track racing's history, our friends in the sport. Personally, this one was different.

Schaefer was a wealth of knowledge. Following his education at Bowling Green State University, Schaefer stepped out into the racing world. He built his experience up over the years following, studying and documenting the sport. Growing up in the shadows of Sandusky Speedway, Schaefer was drawn to the sport and loved Super Modified racing. His annual trip to Sandusky for the "Hy-Miler" was the highlight of his Summer each year. In 2014 Schaefer even served as the Grand Marshall of the event.

Schaefer's career led him to Mid-American Auto Racing News, to work at Sandusky Speedway with the great promoter, Bill Bader, Sr., worked with his longtime friend and racing promoter Larry Boos, at Volusia Speedway Park with Dick Murphy.

His biggest impact within the sport came when he took his education and went to become the editor of NASCAR Magazine and work in the NASCAR Public Relations department with folks like Andy Hall, Jim Hunter, John Griffin, Tom Deery, Dennis Huth and of course, Bill France, Jr.

Schaefer referred to Bill France, Jr., as "Mr. France" in the most reverend of manners. He admired what Mr. France had done for the sport and shared the same passion as him. Schaefer was truly part of the "glory years" of the NASCAR Winston Racing Series. He looked forward to each fall when the regional and ultimately the national champion would be crowned, sitting in



on phone calls to the champions, recording the reactions, visiting the tracks and making friends along the way.

Schaefer was an expert at shaping and telling the story; his editing skills were impeccable. His speech writing skills were creative, emotional from the heart and inspiring. He knew how to draw from a person's internal emotion and project that in a tone that brought people together.

There may be some people who read this edition of the Newsletter and ask, "Why so much about this guy?" It's because Paul Schaefer raised the bar on how we promote our sport, how we write, how we cover it and what we all thought of it. He loved the weekly racer; he loved the weekly track promoter. He understood the struggles, and why we do what we do, something that many people struggle with when they

ask us about the countless hours and the personal, financial and emotional investment.

The sport chose not to keep him around in an impactful spot, so he slipped off into "The Smoky Mountains" in Seymour, Tennessee, where he found work in the parks and enjoyed life with his partner of 30-plus years, Alan Gaughan

Stock car racing in general is going to miss "Schaefer". He was a grand historian and a reference to every nook and cranny of the things that brought us to today.

**rpm** CONTINUED

**RPM** STORY CONTINUED

In 2022 Schaefer was inducted into the Dayton (Ohio) Auto Race Fans Hall of Fame in the media category for his contributions during his tenure at Mid-American Auto Racing News.

On a personal note, I did not know he was gone, until the news had spread and after having a long conversation with his brother Scott, I recognized that his impact was everywhere. Family, friends, a stranger in a pit area, it didn't matter; Paul Schaefer was a good soul, an old soul. He loved the Temptations and saw them at every opportunity.

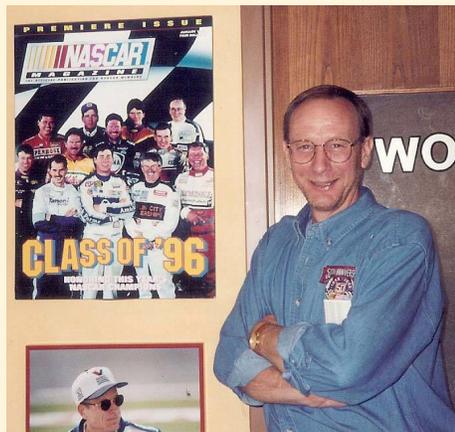
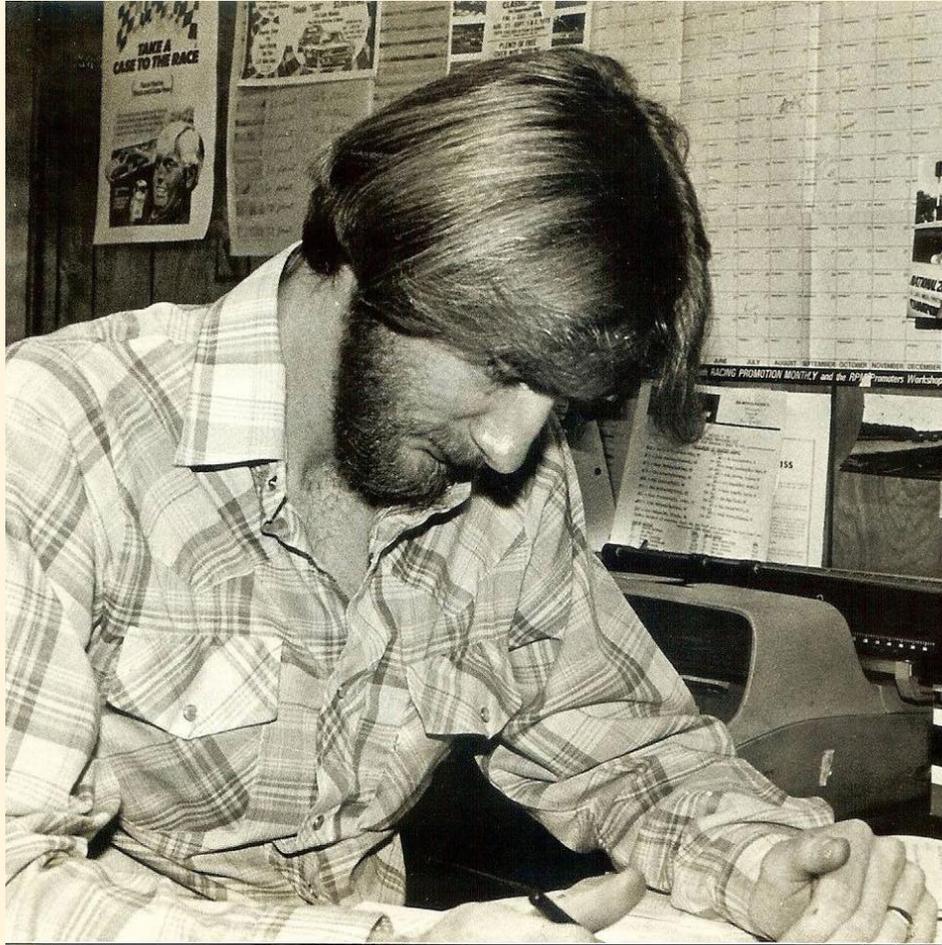
He befriended a "green and clueless" young writer at NASCAR and showed him right from wrong in writing and public relations. He taught the difference between PR and Publicity and through the years we remained friends, close enough that he had just sent me some "US Mail" in regard to one of his previous employers. He had the most warped sense of humor you may ever encounter, however you couldn't help but laugh with him.

Stewart Doty, the editor Emeritus of the RPM Newsletter, had reached out to me and asked if I could pass along the arrangements for Paul prior to me knowing which Paul he meant, thinking I should have known. I wish I did. Schaefer had no plans for any service or anything related to a funeral, he wanted to be cremated as his brother confirmed with me. It's strangely something we had talked about years prior.

The least I could do for my friend was give him a tribute, a celebration of his life and dedication to a sport that could have loved him just a bit more and kept him around for a few more years. Our sport needs more men like Paul Schaefer.



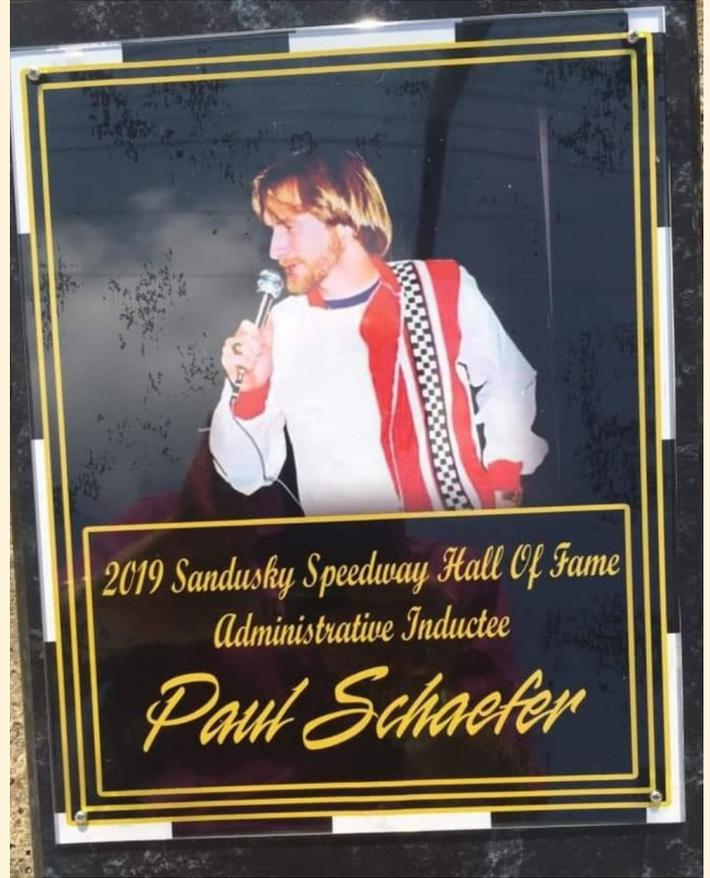
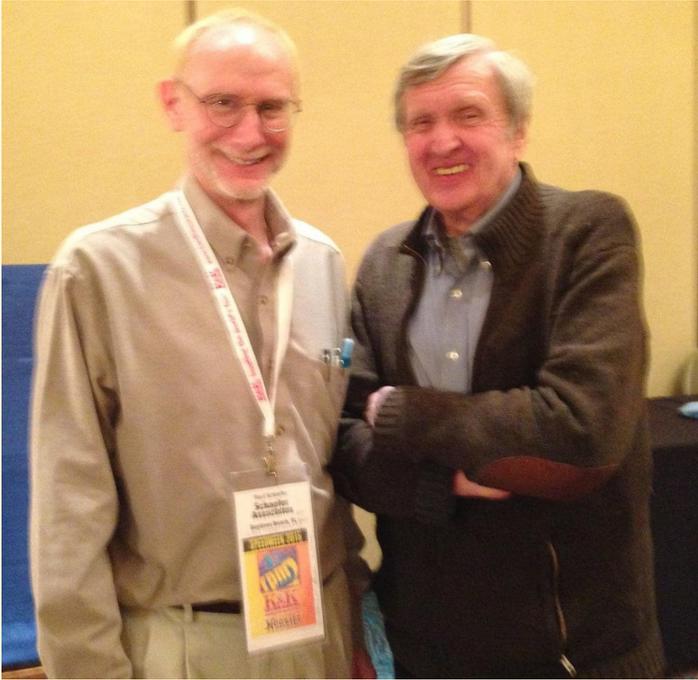
*Paul Schaefer with Al Robinson (right), two gentlemen who had a passion for the publicity of our sport. Both men worked tirelessly throughout their careers to promote the sport and quietly left us without fanfare, without even the acknowledgment of how far they helped propel the sport to it's next levels.*



*From top-to-bottom clockwise (Schaefer collection); Hard at work at the Mid-American Auto Racing News. One of the founders of the NASCAR Champions photo shoot, where all champions gathered in one place. This particular NASCAR Magazine cover, hung at the NASCAR Cafe in Tennessee. With Kevin Jaycox in 2014, they year he served as the Grand Marshall for the Hy Miler at Sandusky Speedway.*



*Top photo is Schaefer (from left-to-right) NASCAR Winston Racing Series championship driver, Dexter Canipe, NASCAR Membership Director Mary Reed (Logue-Suarez) and his Mother, Betty Schaefer. Betty accompanied Schaefer to many NASCAR events. Bottom photo is on the frontstretch at Sandusky honoring the media. Schaefer has on the white suspenders.*



*Clockwise from top left. With Ken Squier at the RPM Workshops in Daytona. His Sandusky Speedway Hall of Fame induction plaque. The Super Modifieds ready to do battle at his favorite event, the Hy Miler at Sandusky Speedway.*



*Following his Dayton (Ohio) Auto Racing Fan Club Hall of Fame induction in 2022. The short track world is going to miss Paul Schaefer.*



Top-to-bottom; Port Royal Speedway in Pennsylvania led by Steve O'Neal has undergone a variety of improvements and changes. O'Neal has helped to make "Port" one of the top tracks in the nation. The drone sign is something we all need to keep in mind, especially those of us who race near transportation hubs. A season pass window is always a great idea for the folks who commit to your facility. Even facilities that are prepared for it get a crush of traffic and lines. It's how you deal with it once your fans show up that enhance the experience. Port Royal has a good handled on it.





*A tight gate with security is almost mandatory these days. A busy midway is good, but it must be kept secure and give pedestrians room. Things can fill up with motorized vehicles and golf cart / ATV parking has seemingly become mandatory nowadays.*



*Many Series have now instituted time limits and horns prior to their races to keep the show moving in a timely fashion. USAC uses this system with an official on a four-wheeler driving through the pit area and a simple stop watch to keep the teams moving and accountable.*





HOT SAUSAGE	\$7
HAMBURGER	\$5
CHEESEBURGER	\$5.50
DOUBLE CHEESEBURGER	\$7.50
PIZZA SLICE	\$3
WHOLE PIZZA	\$18
HOT DOG	\$2
PRETZELS	\$3
WITH CHEESE	\$.50
POP CORN	\$2
PEANUTS	\$2
CANDY BARS	\$2
FOUNTAIN SODA	\$3
BOTTLED WATER	\$2
COFFEE, CAPPUCINO	
HOT CHOCOLATE	\$2
BAG OF ICE	\$3.00

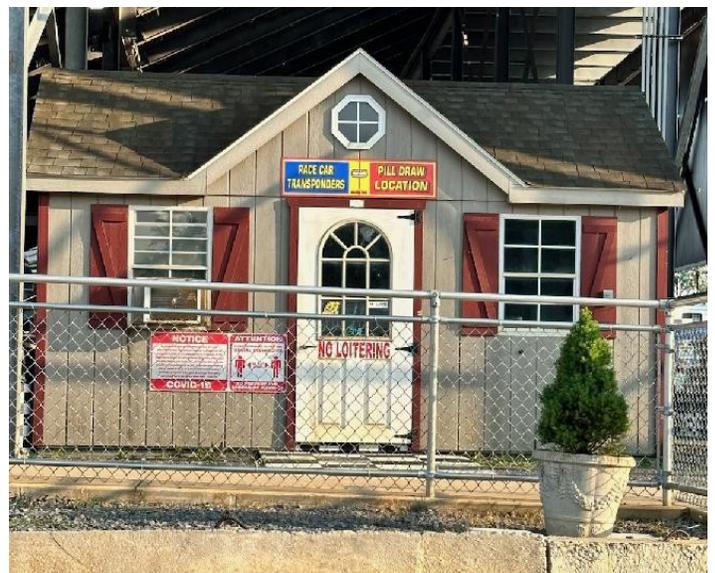
Sponsorship is critical at all tracks and having them on prime display is always positive like here. Port Royal has plenty of concession options as based on their menu boards. One thing to note is that reasonably priced concession items keep things moving in your concession stands. Service with a smile also helps business.

<b>CHEESE PIZZA</b>	
BY THE SLICE	\$4.00
WHOLE PIE	\$22.00
<b>ONE TOPPING PIZZA</b>	
<b>PEPPERONI</b>	
BY THE SLICE	\$4.00
WHOLE PIE	\$25.00
<b>MEAT DELUXE PIZZA</b>	
<b>PEPPERONI, SAUSAGE, HAM</b>	
BY THE SLICE	\$5.00
WHOLE PIE	\$28.00
<b>EXTRA TOPPINGS</b>	
<b>PEPPERONI-SAUSAGE-HAM</b>	
BY THE SLICE	\$1.00
WHOLE PIE	\$3.00
<b>DRINKS</b>	
SMALL	\$2.00
LARGE	\$4.00
GATORADE	\$3.00
BOTTLED WATER	\$2.00
PEPSI, DIET PEPSI, MT DEW SIERRA MIST, BIRCH BEER, DR PEPPER	

<b>FRESH CUT FRIES</b>	
REGULAR	\$4.00
LARGE	\$6.00
BUCKET	\$10.00
CHEESE	\$1.00
CHICKEN FINGERS	\$6.00
CHICKEN/FRY COMBO	\$10.00
<b>DRINKS</b>	
SMALL	\$2.00
LARGE	\$4.00
GATORADE	\$3.00
BOTTLED WATER	\$2.00
PEPSI, DIET PEPSI, MT DEW SIERRA MIST, BIRCH BEER, DR PEPPER	

Hot Sausage	8.00
Sweet Sausage	8.00
Steak Sandwich	8.00
Cheesesteak	8.00
Hamburger	5.00
Cheeseburger	5.00
Hot Dog	3.00
Chicken Sandwich	5.00
Chicken Fingers Only	6.00
Chicken Fingers & Fries	10.00
Nachos	3.00
Peanuts	3.00
Candy	2.00
Sm. Fry	4.00
Lg. Fry	6.00
Bucket of Fries	10.00
Cheese	1.00
Sm. Soda	2.00
Lg. Soda	4.00
Cup of Ice	1.00
Souvenir Cup	2.00
Refill	3.00
Gatorade	3.00
Water	2.00
Hot Chocolate/Coff	2.00

Having places for people to eat their concession items is always a bonus and we have seen that this helps in cleanup as people are more likely to pickup after themselves. There is little wasted space at Port Royal as shown by this building which is used for registration and transponder rentals.



Sometimes parking gets overlooked, but having a organized plan is certainly helpful especially when it's a big show with a large crowd. The modern facilities at Port Royal are evident right down to the flag stand. Steve O'Neal and his staff have done an incredible job at the facility.

**RPM Ideas in Action...**

Auto Racing Promoter of the Year 43 and Madison International Speedway promoter Gregg McKarns sent an e-mail that stated, "We just cleared \$3,500 more than we averaged on this same night the last 3 years. All because of An idea I wrote down on the bus to the airport following RPM in Reno."

McKarns went on to state, "Come to Reno this year and I will tell you all about it and event buy you a beer while telling the story on how to do it..."

McKarns, who has long been a believer in RPM, much like his Father John, has been one of our key presenters each year. The reason we rely on promoter's like Gregg McKarns is because they are in the trenches, with their hands dirty, doing this week in and week out, with a degree of success that many of us have not reached.

Please take note of our locations for the 51st Annual RPM Workshops, whether it be the Silver Legacy in Reno or the Shores in Daytona and plan to patronize and stay there. Your help in attending and supporting the locations of the Workshops help us grow the activities and sessions. The dates once again Tuesday, November 28,;Wednesday, November 29 and Thursday, November 30 for Reno, while Daytona is Sunday, February 11; Monday, February 12 and Tuesday, February 13, 2024. We look forward to seeing all of you there.

**Hope for the "Big Time Auto Racing"...**

In recent years, the sport has taken some turns where car owners have picked financing over talent in the top tiers of the sport in multiple divisions. Recently, a short track owner put things into perspective.

"I am not interested in some kid's father coming and buying their way into the Cup Series," said Tony Stewart. "I have zero interest in that. We want guys that earn their way, that work hard, that understand the values that it takes to be a top-tier driver — not one that just got his high school diploma and now all of a sudden he's a Cup driver."



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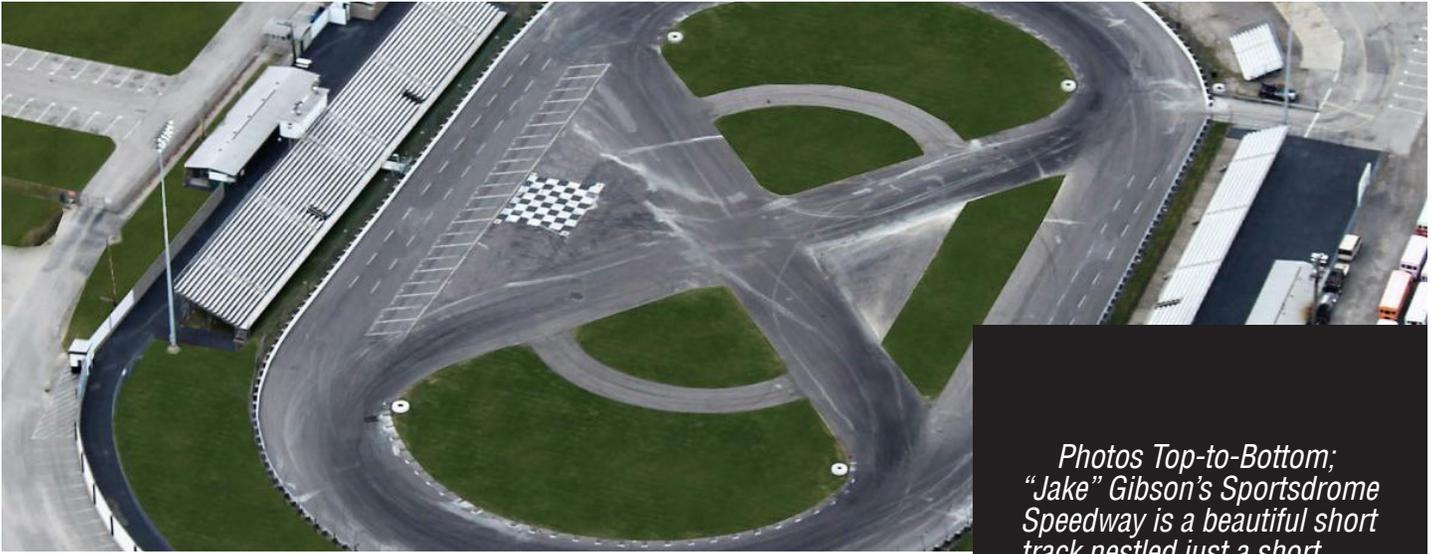
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*Photos Top-to-Bottom;  
“Jake” Gibson’s Sportsdrome  
Speedway is a beautiful short  
track nestled just a short  
distance from Ohio River, in  
Jeffersonville, Indiana, not far  
from downtown Louisville.  
The track offers participants  
several unique opportunities  
to compete in the sport.*



### Sportsdrome Speedway Sad News...

The Sportsdrome Speedway held its Jake Gibson Mid-Season Championship on a recent Saturday night.

The event was in honor of the family patriarch, Jake Gibson. His family was there to help celebrate with a “final lap” around the family owned track.

Driving the van was Greg Pike and passenger and longtime supporter of the speedway, Clark Nickles. Paul “Jake” Gibson passed away on Monday, June 5, 2023 and his family honored him with one last lap around the Sportsdrome Speedway which sits in Jeffersonville, Indiana, right across the river from Louisville, Kentucky. He had been a part of the Speedway since marrying into the family in 1962, to his forever love Anna Marie Petrali and joined a family who owned the Speedway. He ran the track for the next 55 years as the General Manager and Promoter. Jake was also inducted into the Kentucky Motorsports Hall of Fame in 2019.

He will be remembered for his kindness, generosity, huge heart and love of racing that he shared with his “track family”. He will also forever be known as the man who brought car racing to thousands over the years.

The track’s original purchase plan was headed by A.C. ‘Mac’ Petrali, a former Louisville Manual football player and the former president of the Sportsdrome, a group of Falls Cities businessmen purchased 24 acres on which they built the track in 1946. Three years later six more acres were bought for improvement and expansion.

Over 70 years later, the track is still up and running. Mike Gibson, the son of “Jake” Gibson is now the promoter. The Gibson’s are believers and supporters of the RPM Newsletter and Workshops. Gibson will be missed in the short track community.

# NOTICE SAVE THESE DATES

## 51st Annual RPM@Reno & RPM@Daytona Workshops

**RPM@RENO  
WORKSHOPS  
WED, NOV. 29 &  
THURS, NOV 30, 2023**

**RPM@DAYTONA  
WORKSHOPS  
MON, FEB 12 &  
TUES, FEB 13, 2024**

RPM@RENO - SILVER LEGACY, RENO, NV  
RPM@DAYTONA- THE SHORES RESORT, DAYTONA BEACH, FL

## RPM MARKETPLACE



### STATELINE SPEEDWAY IN BUSTI, NY FOR SALE

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

More information can be found here; 4150 Kortwright Rd, Jamestown, NY 14701 | MLS #R1453778

### GREENVILLE-PICKENS SPEEDWAY IN SOUTH CAROLINA IS LISTED FOR SALE

The historic Greenville-Pickens Speedway in Easley, just west of Greenville, was recently listed on a real estate website.

According to the listing from RealtyLink, a real estate development company, ground lease or "built to suit" opportunities are available for the 305-acre property at 3800 Calhoun Memorial Highway.

Starting as a dirt track in 1940, the Greenville-Pickens Speedway hosted



the first-ever, start-to-finish live-televised NASCAR race in 1971 after being paved in 1970.

The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.

More information can be found here; Properties - Realty Link (realtylinkdev.com) (<https://realtylinkdev.com/property-inventory/?property-id=1123248-lease>)



### RECENTLY TNT SPEEDWAY LOCATED IN NORTHERN WISCONSIN LISTED

"It is with great sadness that we share this link and announce the track is for sale or lease. Current circumstances, prior commitments and work loads do not allow us to dedicate the time and effort into bringing our dreams for TNT Speedway to fruition," this was posted and taken from the tracks Facebook page.

The track was previously sold in 2021 via auction. Zabel-Ackerman in Fond du Lac, Wisconsin is handling the listing. Various record may be found on the facility.

[zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d](http://zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d)



### HISTORIC FRIENDSHIP MOTOR SPEEDWAY IS NOW AVAILABLE

This 40.84+/- Acre property features a 3/8 Mile Oval Dirt over Asphalt Track, Multiple Concession Stands, 9 Vender Booths, Restroom Facilities that have all been recently updated in 2021. In addition to recent updates, the owners have installed new Whelen Track Safety Lights, New Scoreboard, New Westhold Timing & Scoring Loop System, Updated Concession Stand Equipment, New 8'X12' Platform Scales. The grandstand has seating for 4000 people, 97 Trackside Tailgating Spots. Additional fill dirt is being delivered, compacted and seeded by January 1, 2023.

More information can be found here; [www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/](http://www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/)

### RACEJUNK COMES TO THE TABLE

Our friends at RacingJunk.com have agreed to help us with our RPM Market Place project. Visit the included link to identify with some track materials; Miscellaneous/Other, Tracks/Real Estate



for sale on RacingJunk - [www.racingjunk.com/category/1371/tracks-real-estate.html?page=2](http://www.racingjunk.com/category/1371/tracks-real-estate.html?page=2)

We will continue our quest as in past issues, that we are willing to help people find what they are looking for or place classified ads for equipment or real estate that anyone may want to sell. Please feel free to contact us in regard to publishing; [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com)



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