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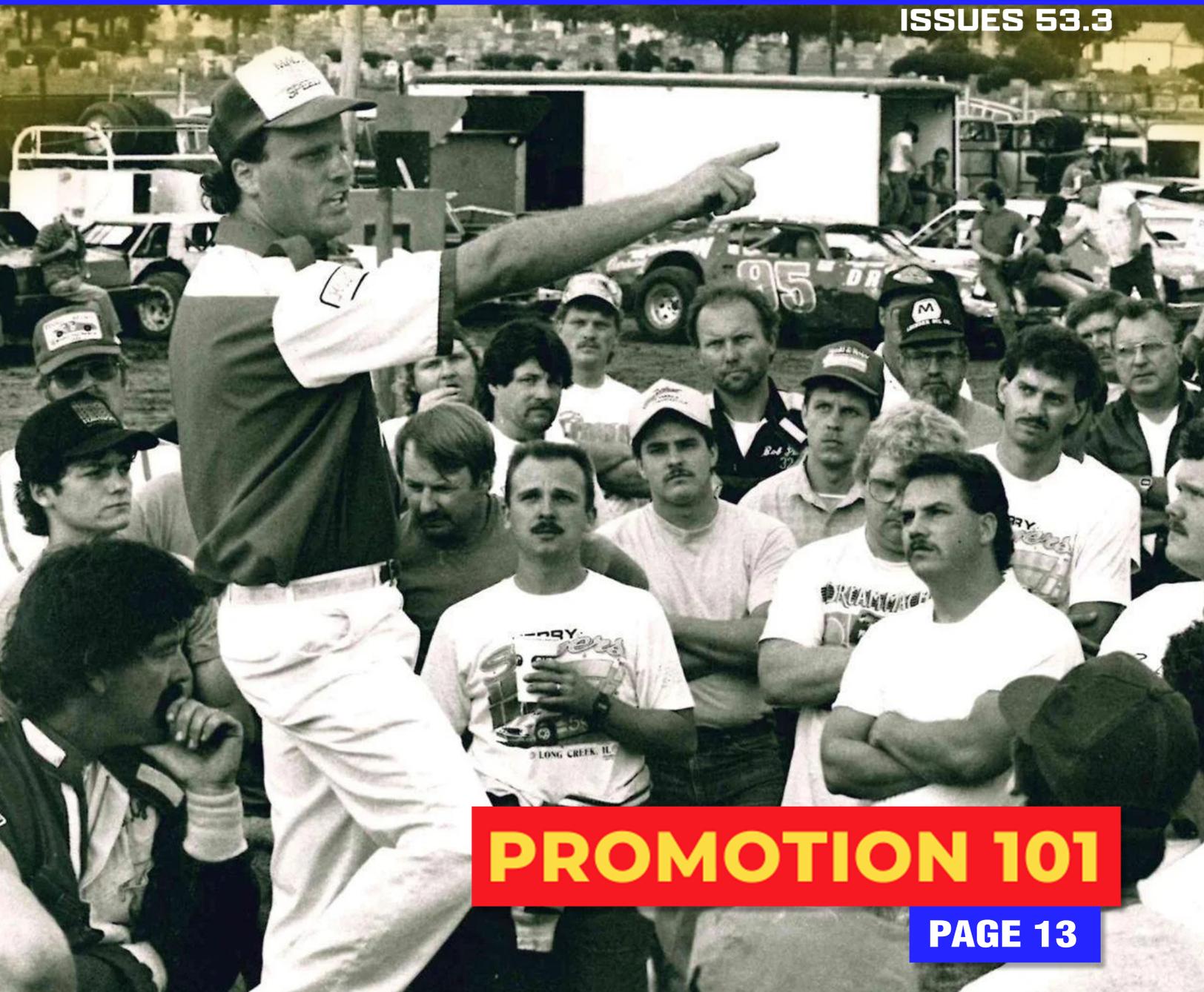


RACING PROMOTION

MONTHLY

THE IDEA NEWSLETTER FOR AUTO RACING PROMOTERS

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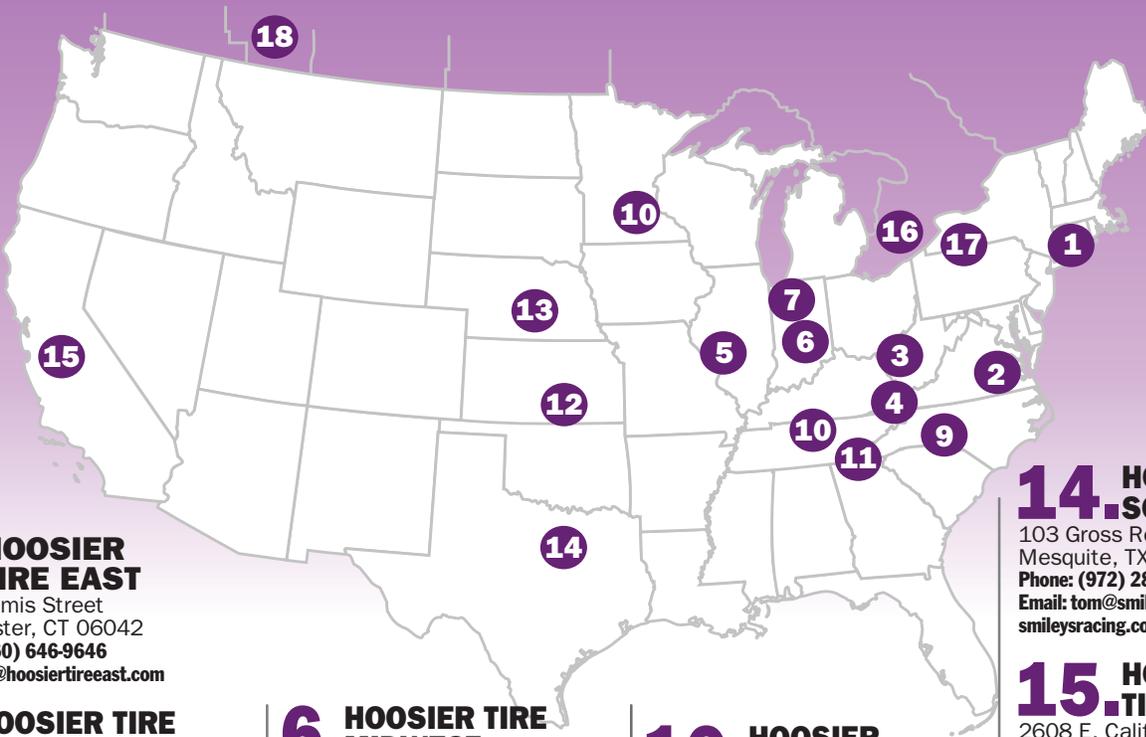


PROMOTION 101

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Top photo; Tom Deery took a photo of the RPM Workshop banner hanging in the rafters at Rockford Speedway. We've laid claim and hope to retrieve this archive from Rockford ourselves. Above photo; Every promoter rolls the dice, each time we hold a race, this time Tim Bryant, who promotes Five Flags Speedway in Pensacola, Florida, took things a little too literally.



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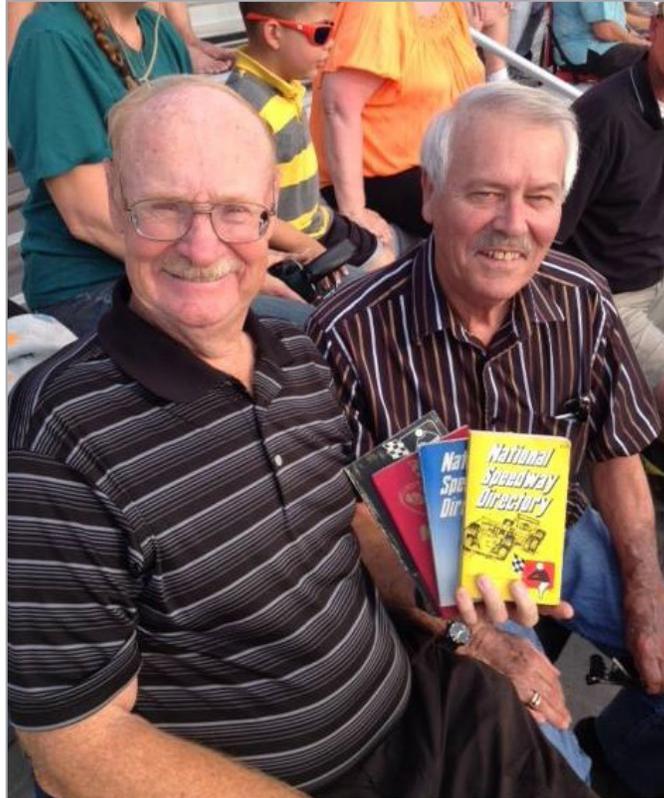
ONE OF US... ALLAN BROWN

He will be sincerely be missed in our business

Allan Brown, whose love for motorsports grew into a career as editor and publisher for the National Speedway Directory for over 30 years, passed away on Thursday, April 13, at his home in Comstock Park Michigan. He had waged a 12-year battle with cancer with his wife Nancy at his side throughout and was under hospice care. He was 75 years old.

Brown's father took him to his first race in 1952 at the age of 5, at Berlin Fairgrounds Raceway some 6 miles from his childhood home. Thus began a career unparalleled in terms of attending and documenting auto racing tracks throughout the United States, landing him in the National Sprint Car Hall of Fame, National Dirt Late Model Hall of Fame and Michigan Motorsports Hall of Fame. Brown attended races at over 2,000 different tracks.

Over the years, Brown, often accompanied by Nancy, attended a race at two or more tracks in each of the 50 United States—likely the only person to have done so. His travels and fascination with speedways, road courses, dragstrips and indoor venues of all types and surfaces led him in 1975 to partner with Larry Yard to publish the first National Speedway Directory. The Directory, which he meticulously updated for accuracy annually, was a compilation of every track in the US and Canada, including location, contact information, description of the track and type of racing. In the pre-internet years, the book was considered indispensable to race teams, fans and those in the business of motorsports in their travels. The soft cover, hip-pocket size of the National Speedway Directory was perfect for race-chasers. Brown hawked the book in the grandstands at most races he attended, with promoters gladly allowing him to do so in exchange for a quantity of Directories they shared with em-



ALLAN BROWN (ABOVE LEFT) WAS OUR FIRST "GOOGLE" AND "GPS" ALL AT THE SAME TIME, HIS NATIONAL SPEEDWAY DIRECTORY "GOT US THERE" AND HE WAS "ONE OF US" AND WILL BE SINCERELY MISSED IN OUR BUSINESS.

ployees and sold to fans after Brown's visit. Brown also published the National Late Model Annual, Michigan Auto Racing Guide and the National Sprint Car Annual. Brown's consummate work is the 883-page, hard cover "The History Of America's Speedways Past & Present" which he compiled, edited and published with co-editors Nancy Brown and industry veteran Tim Frost, to whom he sold the National Speedway Directory franchise in 2009.

Brown's childhood was filled with trips to local Michigan tracks like Berlin, Kalamazoo, Butler, Whiskey Ridge and the Grand Rapids Speedrome. He attended his first Indianapolis 500 time-trials in 1955, and his first Indycar race at the Milwaukee Mile in 1963. After graduation from high school, the US Army stationed him at New Jersey's Fort Dix, where in the mid-late 1960s he attended

races at Trenton, Langhorne, Reading, Nazareth, Fonda and Thompson while also following the All-Star Racing League modified tour. By the 1970s, he was averaging visits to 75 tracks per year.

Brown served for three decades as Secretary-Treasurer of the Michigan Speedway Promoters Association (MSPA). Founded in 1973, it is the longest-running organization of its kind, with bi-annual meetings bringing together those involved in the sport in Michigan as a collaborative forum for the betterment of the sport. It was at Brown's suggestion that the MSPA developed a mid-week touring series for late models that ran at many Michigan short tracks, paved and dirt, in the 1970s and 1980s, crowning a champion.

Allan Brown is survived by his wife of 37 years, Nancy (Feist) Brown; sisters Monica Zahm and Ann (Gerald) Wesolowski; sisters-in-law Judie Brown, Joyce Brown and Sue Luurtsema; and brother-in-law Larry (Mary Ann) Feist.

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FACT VERSUS FICTION, LIABILITY AND EXPOSURE...

Recently, we encountered a social media post stating that the track must run a specific tire because they were “mandated” by their insurance company to do so. The post came from the race track’s technical inspector and was reposted by the race track.

After discussing this with an expert in the insurance industry and considering the “facts versus fiction” portion of this, we thought we would lay out why we have Liability Insurance, how and why it is required and works.

Before we go into the definition of liability insurance, we must look at exposure and mitigating risk.

It would not be in the best interest of the insurance company to regulate any rules at your track or within your series as it specifically opens them up to exposure in regard to that specific rule. It’s really the insurance company’s job to limit that exposure and assist with mitigating the risk.

In any occurrence it would be best for the insurance company let those who know the most about their specific speedway or series determine their own rules and then determine whether or not the entity was insurable or not. Proceeding otherwise creates unnecessary exposure and risk for more than the race track or series in this circumstance. It may create a situation which may lead to an entity risking their ability to be covered.

LIABILITY INSURANCE: WHAT IT IS, HOW IT WORKS, MAJOR TYPES

WHAT IS LIABILITY INSURANCE?

Liability insurance is an insurance product that provides protection against claims resulting from injuries and damage to other people or property. Liability insurance policies cover any legal costs and payouts an insured party is responsible for if they are found legally liable. Intentional damage and contractual liabilities are generally not covered in liability insurance policies.

- Unlike other types of insurance, liability insurance policies pay third parties, and not policyholders.
- Liability insurance provides protection against claims resulting from injuries and damage to people and/or property.

- Liability insurance covers legal costs and payouts for which the insured party would be found liable.
- Provisions not covered include Intentional damage, contractual liabilities, and criminal prosecution.
- Liability insurance is often required for automotive insurance policies, product manufacturers, and anyone who practices medicine or law.
- Personal liability, workers’ compensation, and commercial liability are types of liability insurance.

HOW LIABILITY INSURANCE WORKS

Liability insurance is critical for those who are liable and at fault for injuries sustained by other people or in the event that the insured party damages someone else’s property. As such, liability insurance is also called third-party insurance. Liability insurance does not cover intentional or criminal acts even if the insured party is found legally responsible. Policies are taken out by anyone who owns a business, drives a car, practices medicine or law—basically anyone who can be sued for damages and/or injuries. Policies protect both the insured and third parties who may be injured as a result of the policyholder’s unintentional negligence.

LIABILITY INSURANCE IS ALSO CALLED THIRD-PARTY INSURANCE.

For instance, most states require that vehicle owners have liability insurance under their automotive insurance policies to cover injury to other people and property in the event of accidents. A product manufacturer may purchase product liability insurance to cover them if a product is faulty and causes damage to the purchasers or another third party. Business owners may purchase liability insurance that covers them if an employee is injured during business operations. The decisions doctors and surgeons make while on the job also require liability insurance policies.

**CONTINUED**

FACT VERSUS FICTION, LIABILITY AND EXPOSURE... CONTINUED

SPECIAL CONSIDERATIONS

Personal liability insurance policies are purchased primarily by high-net-worth individuals or those with sizeable assets, but this type of coverage is recommended to anyone with a net worth that exceeds the combined coverage limits of other personal insurance policies, such as home and auto coverage. The cost of an additional insurance policy doesn't appeal to everyone, although most carriers offer reduced rates for bundled coverage packages. Personal liability insurance is considered a secondary policy and may require policyholders to carry certain limits on their home and auto policies, which may result in additional expenses.

The global liability insurance market size was valued at more than \$25 billion in 2021, and is expected to reach \$433 billion by 2031.

Although commercial general liability insurance protects against most legal hassles, it doesn't protect directors and officers from being sued, and it doesn't protect the insured against errors and omissions. Companies require special policies for these cases including:

- **Errors and Omissions Liability Insurance (E&O):** An errors and omissions liability insurance policy covers lawsuits arising from negligent professional services or failing to perform professional duties. Lawyers, accountants, architects, engineers, or any business providing a service to a client for a fee should purchase this form of insurance. An E&O policy does not cover criminal prosecution, fraudulent or dishonest acts, or claims against bodily injury. The insured, however, is covered for attorney fees, court costs, and any settlements up to the amount specified by the insurance contract.
- **Directors and Officers Insurance:** This type of policy protects directors and officers of large companies against legal judgments and costs arising from unlawful acts, erroneous investment decisions, failure to maintain property, releasing confidential information, hiring and firing decisions, conflicts of interest, gross negligence and other errors. Most D&O policies exclude coverage for fraud or other criminal acts. Premiums depend on the company, its location, industry type, and loss experience.

TYPES OF LIABILITY INSURANCE

Business owners are exposed to a range of liabilities, any of which can subject their assets to substantial claims. All business owners need to have an asset protection plan in place that's built around available liability insurance coverage.

HERE ARE THE MAIN TYPES OF LIABILITY INSURANCE:

- **Employer's liability and workers' compensation** is mandatory coverage for employers which protects the business against liabilities arising from injuries or the death of an employee.²
- **Product liability insurance** is for businesses that manufacture products for sale on the general market. Product liability insurance protects against lawsuits arising from injury or death caused by their products.
- **Indemnity Insurance** provides coverage to protect a business against negligence claims due to financial harm resulting from mistakes or failure to perform.
- **Director and officer liability coverage** covers a company's board of directors or officers against liability if the company should be sued. Some companies provide additional protection to their executive team even though corporations generally provide some degree of personal protection to their employees.
- **Umbrella liability policies** are personal liability policies designed to protect against catastrophic losses. Coverage generally kicks in when the liability limits of other insurance are reached.
- **Commercial liability insurance** is a standard commercial general liability policy also known as comprehensive general liability insurance. It provides insurance coverage for lawsuits arising from injury to employees and the public, property damage caused by an employee, as well as injuries suffered by the negligent action of employees. The policy may also cover infringement on intellectual property, slander, libel, contractual liability, tenant liability, and employment practices liability.

**CONTINUED**



FACT VERSUS FICTION, LIABILITY AND EXPOSURE... CONTINUED

Comprehensive general liability policies are tailor-made for any small or large business, partnership or joint venture businesses, a corporation or association, an organization, or even a newly acquired business. Insurance coverage includes bodily injury, property damage, personal and advertising injury, medical payments, and premises and operations liability. Insurers provide coverage for compensatory and general damages for lawsuits but not punitive damages.

HOW DOES PERSONAL LIABILITY INSURANCE DIFFER FROM BUSINESS LIABILITY INSURANCE?

Personal liability insurance covers individuals against claims resulting from injuries or damage to other people or property experienced on the insured's property or as a result of the insured's actions. Business liability insurance instead protects the financial interests of companies and business owners from lawsuits or damages resulting from

similar accidents but also extending to product defects, recalls, and so on.

WHAT IS UMBRELLA INSURANCE?

An umbrella insurance policy is additional liability insurance coverage that is purchased and goes beyond the dollar limits of the insured's existing homeowners, auto, or watercraft insurance. Umbrella policies tend to be affordable and offered in increments of \$500,000 or \$1 million.

WHAT IS BACKDATED LIABILITY COVERAGE?

Usually, you must have liability coverage in place when an event happens that results in a claim. Backdated liability insurance, however, is insurance that provides coverage for a claim that occurred before the insurance policy was purchased. These policies are uncommon and usually available only to businesses.



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due to competitor pressure based on an extended range forecast.

Even as recent as RPM@Daytona, at the RPM registration table, we were approached with “will you take this so I can come in...” we did not, proceeded to be told off and we did it all to protect the individuals who made a commitment and lived up to their obligations to attend, whether they are an exhibitor or attendee.

We are writing this because many of us feel singled out in all of these aspects and that we are alone in our own worlds. We all wonder what to do and how to combat these issues. There are not simple solutions and there is no solidified answer for success. There certainly isn't an answer to get people to believe in what you're doing.

In our experience and after speaking to several of you in regard to this topic, we have come to the conclusion that we all have to identify the individuals that are most loyal and begin the process there of weeding through the noise. At times, it can become overwhelming and cumbersome.

It takes time to build your base, recognizing the base will rotate on convenience to them. Become extremely consistent and concise in your messaging. From that point your base will begin to grow.

Learn who you can trust. If you feel you are a good judge of character, this will come to you quicker and more naturally. For some of this, we trust and get burnt, that can be a difficult pill to swallow and we have to recognize that this is going to happen, no matter how strongly you feel.

People have built a sense of importance for “getting inside information” - the scoop if you will.

Most recently, we - as the Race of Champions - joined the “canceled a Saturday event on Wednesday” club - the noise was incredible from the outside beginning 7-days prior. Our event was a “reschedule” from 2022 because there was nowhere to put it

last Fall. Approximately 10-days out from the event, the forecast showed 60% chance of rain and dismal blustery conditions once the front moved in. From that point “the noise” began.

“What are they going to do?” on Sunday. Phone calls, texts, you name it, we have all been there and the information we put out and some of the results are shared below.

While the weather is certainly part of the risk, “the noise” that comes with something uncontrollable is unbelievable. We - as a society - have access to all of the same information, the “keyboard commando” that's typing a statement that is “so brilliant” is an undeniable damaging repeat of something you've just read.

So while, you are adjusting every logistic - live television, staff, officials, the race track, all of your consumable, fuel, tires, specialty souvenirs, etc..., someone is telling you that you have to make a decision because you don't know “how much they have invested and how much they stand to lose...”

How do we educate these folks that this is damaging our sport? It's not an individualistic complaint and while we may joke about it, it truly has an adverse affect on all of us because somebody out there is telling everyone that “they are smarter than the person pulling this all together and giving them a place to race and/or watch racing...”

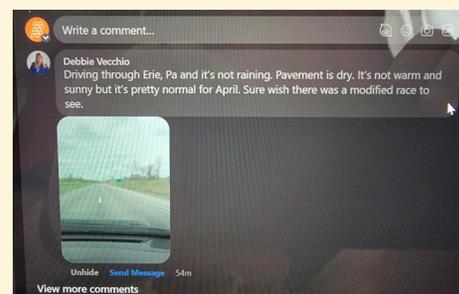
Nowhere in business have we found a business quite like ours where by name we are available to social media duress. Do some research and you will see. While other businesses may have a bad review, it is rare that a business takes as much heat as a race promoter on any decision, from official calls to weather to the price of concessions, unless you are in Government and that's an entirely different story.

The question begs to be answered, how do we change this and change this for the better. Making a negative into a positive.

Media pieces like this have been written before, but perhaps not here. We unfortunately can't hide from it, we

can't just delete and block the posters, we can't continue to say “well there is so much more positive...” because “that one bad apple can spoil the entire bunch”. It is that fragile.

We all have wonderful products, great places, passion, drive and work ethics that are unrivaled, so why can't we beat this? The negative human spirit be damned. It's time to keep fighting and I look forward to hearing from all of you and ideas, thoughts and positive contributions to help beat this away from the sport we love.



The contrast of life in a Promoter's world; The “Erie” race was schedule to run on Saturday, April 22, 2023. The first post, while it says “4 days ago” was posted early morning on Tuesday, April 18, 2023. Obviously, the competitor who texts the Series owner number when needed and has talked to the Series owner many times, could not make a phone call, but instead pleaded to the masses that it would be nice if “They” made a decision. “They” were addressed in a competitors e-mail from the Series when the decision was made on Wednesday, April 19. Based on the data that the Series had received up to



STORY CONTINUED

that point, plans were being put in motion on Monday, April 17, 2023 in regard to the postponement. A phone call could have saved this.

The post below was made on Saturday afternoon, April 22, 2023. After drenching overnight and morning rains turned to intermittent showers until around 2:00pm with a steady wind and temperatures dropping below the 50 degree point with "real feels" in the low 40's and "real feels in the shade" in the mid-30's. The conditions did not provide suitable for drying nor outdoor activities of any type. The person posting comes from a family with a diverse "racing background".

As a comparison on Saturday, April 22, 2023 the Buffalo Bisons played a double-header game approximately one-hour West of the Speedway, which was interrupted due to the conditions with approximately 23% of A 16,600 seat stadium being used (3,882 were said to have attended including season ticket holders).

Finally; Much like many of you we utilize a "Mass Mailing" system and found it unfortunate that we had to include the following two blanket statements, please feel free to use them as you see fit;

As a note; In the future, we suggest that you do not get your information from "They" as we are not sure of who "They" are, however "They" seem to provide different information than what

Race of Champions Series Management provides. We have searched our organization for any individual that represents themselves as "They" or an employee named "They" and we have yet to locate or know who "They" are. Thank you for your consideration in regard to this.

Weather updates; We are all looking at the same applications and forecasts, there is absolutely no need to call on Tuesday about a race on Saturday. We do our best with these situations and please understand that we all have something invested and are looking at this from similar circumstances as you and your team may be. We will update everyone as quickly and efficiently as we can. Answering individual phone calls and texts does not make the process very efficient. Please be mindful and respect this throughout the season. - As a separate note this has worked.



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NOTICE SAVE THESE DATES

50th Annual RPM@Daytona & RPM@Western Workshops

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

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WORKSHOPS**
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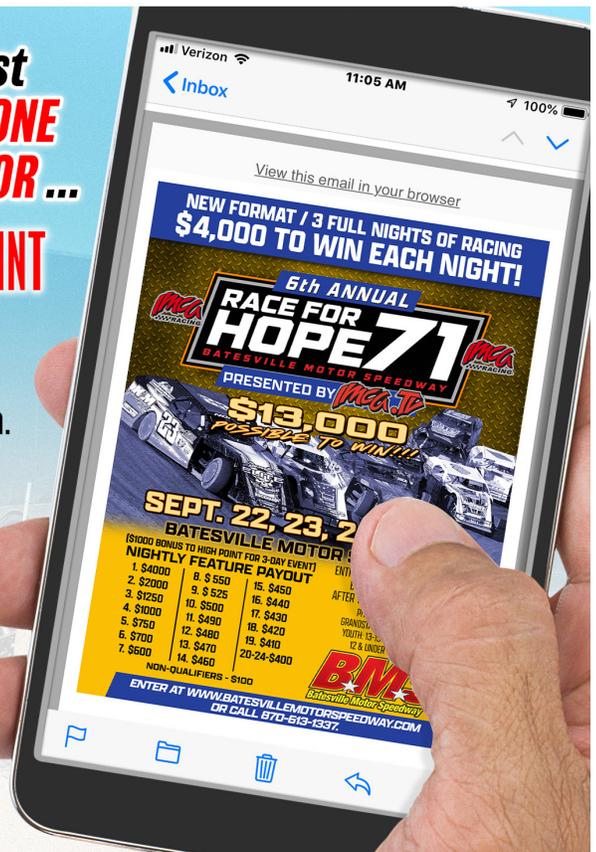
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PROMOTION 101

At RPM@Daytona we were approached about hosting a session in regard to what a new Promoter should be doing, a “Promoter 101” if you will, so before we created a session in regard to this topic, we thought we would create a piece here as a beginner’s “notebook” if you will and something that may be expounded on by anyone in the RPM family of promoters.

An event promoter is someone who markets and creates interest in live events. They may work as an independent contractor or for a specific organization. They use and implement various strategies and platforms to reach out to the target audience and generate a “buzz” around the event. They also assist in planning and executing the event as well as assist in the events Public Relations and Publicity.

SOME OF THE PROMOTER’S RESPONSIBILITIES INCLUDE:

- Familiarizing themselves with the relevant details of each event, including scheduling and pricing for tickets and pit credentials.
- Establishing a network of connections which they can draw from as needed.
- Use existing and novel informative tools to disseminate event-related information and details.
- Overseeing the marketing and promotion of the event.
- Organizer publicity and advertising distribution including flyers, radio and television advertising, social media and other various publicity campaigns.
- Track preparation, both dirt and asphalt. This varies in degrees of expertise, however it is critical.
- Communication with participants.
- Communication specialist with sanctioning bodies, regional touring series, local touring series and other area and regional tracks.
- Bathroom Cleaner, bleacher board repair person, painter, retaining wall repair, sound system equipment knowledge and repair. Timing and Scoring.
- Most importantly a diplomat.

HOW TO BECOME AN EVENT PROMOTER: STEPS AND TIPS

Marketing teams often include many specialized roles with individual expertise, both internal to an organization and externally through contractors. When a team needs to publi-



cize a function or event, for example, they might leverage an event promoter. An event promoter helps organizations and businesses draw people to their events by identifying the target audience and devising marketing strategies to reach them. In this article, we discuss what an event promoter does along with the steps you can follow to become one, to help you pursue this exciting and rewarding career.

EVENT PROMOTER SKILLS

Successful event promoters often demonstrate the following skills:

COMMUNICATION

Event promoters use their communication skills to interact with event organizers and their intended audience. They can effectively understand the needs of the event organizer and convey their value and abilities in support of the organizer’s goals. In addition, event promoters know how to reach an audience in a way that appeals to them. Finally, event promoters regularly interact with others by phone and email, making both verbal and written communication skills important.

ORGANIZATION

When promoting some events, the event promoter may have several different marketing operations running simultaneously. For example, they may have a strategy for promoting the event via social media, an email marketing campaign and print advertisements. Managing different operations to

RPM CONTINUED

SPEED SPORT TV **BINGE-WORTHY** **GET.SPEEDSPORT.TV**

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rpm STORY CONTINUED

ensure their effectiveness requires organization skills. Event promoters may also promote several events at the same time, meaning they must keep each campaign separate from one another.

PROACTIVITY

Event promoters are typically proactive rather than waiting for someone to assign them something to do. This is useful because they are the ones who devise marketing strategies for the event and then put them into action. Promoting an event also regularly requires making connections with new people and encouraging others to attend, both of which require a proactive attitude.

RESEARCH

To learn how to best promote an event, event planners conduct thorough research. They study the intended audience, including their demographics, where they spend their time, their favorite social media channels, their income and other elements of their market profile. They also stay current



on the latest promotion techniques and marketing strategies to ensure they are using the best tactics for their clients.

EVENT PROMOTER WORK ENVIRONMENT

Event promoters can work in a variety of environments. Planning and implementing marketing strategies may take place in an office setting, where event promoters often work on their computer and over the phone. Some advertising strategies may require the event promoter to leave the office, such as handing out fliers on the street.

In some cases, event planners may also need to travel. For instance, they might meet with event organizers or visit the site of a future event to learn more about what they are promoting. In addition, they might travel to similar events to study how other promoters advertised the event.

BECOMING AN EVENT PROMOTER OFTEN INCLUDES SIGNIFICANT PERSONAL EXPERIENCE AS WELL AS POSSIBLE FORMAL EDUCATION. TO BECOME AN EVENT PROMOTER, HERE ARE SOME STEPS YOU CAN USE:

1. CONSIDER EDUCATIONAL NEEDS

While there are sometimes few specific degree requirements for event promoter positions, pursuing a degree may provide you with the skills and knowledge you need to succeed. For example, event promoters often have extensive knowledge about marketing topics. Pursuing a bachelor's or associate's degree in business or marketing may provide you with a greater understanding of these concepts and skills. You may even consider attending some non-degree courses to improve your event promotion background and skills. Try exploring local community colleges and online course offerings to find classes that are right for you. In this case, past Motorsports experience is extremely helpful.

2. DECIDE ON THE TYPE OF EVENTS YOU WANT TO PROMOTE

Determining the type of events you want to promote can

rpm CONTINUED

HELP AND DONATE FOR A GOOD CAUSE!

Since 2019 we've been participating in the Ride for Roswell. Roswell is a cancer institution in Buffalo that is recognized for its health work and research worldwide. Each year, we have experienced people all around us, family, friends and colleagues that are fighting this terrible disease in some manner. Participating in the ride, which is ranked in the top-five charities rides in North America, is something we choose to support and participate in. Hopefully, in turn our contributions help someone in some way. This year, the International ride has returned and that is our route of choice, 44-miles through downtown Buffalo, across the Peace Bridge into Canada, following the Niagara River, crossing at the Rainbow Bridge returning in the United States and back to the University of Buffalo campus on the morning of Saturday, June 24. We are currently seeking any donation that may help push us past our goal and you can visit my cycling page for details on how to donate; https://give.roswellpark.org/site/TR/SpecialEvents/General?px=1352667&pg=personal&fr_id=1830

rpm STORY CONTINUED

help you plan your next career steps. For example, someone promoting concerts has different responsibilities than someone promoting scientific conferences and may require different experience and knowledge in order to succeed. While you may eventually promote events of all kinds, choosing a specific type of event early can help you get started.

To help choose a type of event, think about your interests. Consider the events you often attend or would like to attend. Becoming familiar with a specific type of event can help when it comes time to promote it because of your better understanding of the usual audience.

3. GAIN EXPERIENCE

Organizations often consider prior work experience when hiring event promoters. When you're first starting, it's good to have experience on your resume related to the event promotion industry. Try looking for entry-level jobs at different events. For example, you could take a job working as a caterer or running a merchandise stand at a concert. These types of jobs give you a better sense of how events run and can help you establish important connections to other professionals.

Another option is working with an established event promoter. Event promoters often need assistants to help them with some of their tasks. By working as an intern or paid assistant, you can gain hands-on experience working in event promotion. The lead promoter may have you handing out fliers, responding to emails, promoting the event on social

media or helping to set up the event.

As you gain more experience, look for opportunities to take on more responsibility. Eventually, with enough experience, you can begin to apply for event promoter positions. You may find it easier to start with smaller events, as the event organizers may have a smaller budget and are therefore willing to work with someone with less professional experience.

4. GROW YOUR PROFESSIONAL NETWORK

As you work toward an event promoter position, look for opportunities to grow your professional network. Introduce yourself to event organizers, other event promoters and marketing professionals. Talk to them about your interest in event promotion and try to form a connection with them. Often, when someone needs an event promoter, they are likely to think of someone they already know. The more professional connections you have, the better chance you may have to obtain event promotion work.

While all of this sounds like there is a plan, motorsports is unique to most circumstances. A typical or standard "Event Promoter" may not be successful in motorsports. The passion and dedication that goes into this is a "labor of love" and while the reward may often be financial, it can also be the moment you watch the sport that you are passionate about grow and develop. It is a tender balance and something we all need to be considerate of. For an event promoter in short track racing, there is no daily routine, there are no "typical" days. It always seems as though there is something in front of you. This is good for a person who needs to be challenged and wants to utilize that type of energy to move the needle forward.





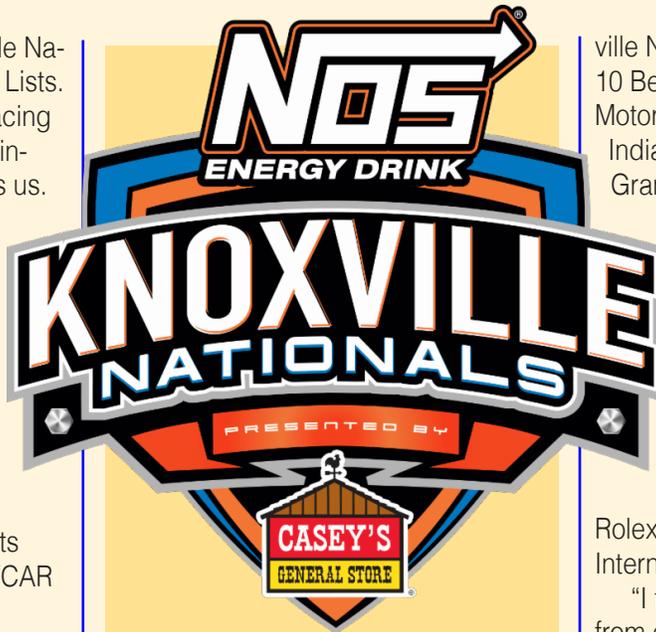
USA Today placed the Knoxville Nationals amongst one of its 10 Best Lists. This is a big deal for short track racing in general as any publicity for the industry in a major publication helps us. Congratulations to the folks at Knoxville as well as those with the World of Outlaws and World Racing Group.

KNOXVILLE NATIONALS MAKES USA TODAY'S 10 BEST LIST

"The Granddaddy of 'Em All" ranked third on the 10Best Reader's Choice list for Best Motorsports Race, beating out NASCAR, INDYCAR and Sports Car events

The mecca. A crown jewel. "Our" Super Bowl. The greatest week of the year.

Talk to any Sprint Car driver or fan and you'll hear one, if not all, of those sentences to describe the NOS Energy Drink Knoxville Nationals at Knoxville Raceway in Iowa.



For more than 60 years, the Knoxville Nationals has been turning Sprint Car drivers into motorsport legends and providing fans with one of the most unique event experiences. And because of that, fans voted the Knox-

ville Nationals to third on USA Today's 10 Best Reader's Choice list for Best Motorsports Race – behind only the Indianapolis 500 and Formula 1's U.S. Grand Prix at Circuit of the Americas.

The Knoxville Nationals, featuring the World of Outlaws NOS Energy Drink Sprint Car Series (Aug, 9-12), ranked higher than the likes of NASCAR's Daytona 500, INDYCAR's Grand Prix of Long Beach – which set an attendance record this year – the Rolex 24 at Daytona and Pikes Peak International Hill Climb, among others.

"I think Knoxville separates itself from every other event, due to the fact of where it is at and the history behind the event, everything that goes on in the little town of Knoxville during the

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RPM STORY CONTINUED

week,” said Brad Sweet, four-time and reigning World of Outlaws champion and 2018 Knoxville Nationals champion. “There is so much to do for the fans, such a great atmosphere. It’s a really quiet town when you’re there for not the Knoxville Nationals. But, when the Knoxville Nationals is there, it’s like a buzzing little city with all Sprint Car enthusiasts and race car fans.

“So, you bring 25-30 thousand people into one place that all love to do the same thing, which is race and have fun and there is Dingus (the bar across the street), there is the atmosphere around the vendors, there’s concerts going on. There is so much to do and the race is also such a big deal for the drivers.”

Twenty-seven drivers have claimed the Knoxville Nationals title since the first race in 1961. Of them, only seven have won it multiple times – adding to the prestige of the event. Steve Kinser, the 20-time World of Outlaws champion, has the most wins at the event with 12. Ten-time World of Outlaws champion Donny Schatz continued his climb to that benchmark last year by scoring his 11th triumph at the event.

And while Schatz continues to add Knoxville trophies to his collection, he iterated there is nothing easy about conquering the week-long event.

“It’s been the mecca of our biggest races since I was a kid sitting in the grandstands,” Schatz said. “And you know, the size of the racetrack, the big half mile, the flat surface, the tricky berm on the bottom, the river gumbo dirt that can be super hooky when it’s wet and when it starts to dry out it gets ultra-slick like glass. You get all ends of the spectrum with Knoxville, and it makes it a feast or famine type of scenario when you’re there racing.

“It makes it a lot of fun and it’s ever-changing. So, it’s an incredible place... you always have to be up to



John McCoy promoter supplied RPM the photo of the Knoxville Nationals in full pyrotechnics. The Knoxville Nationals is a must see for any race fan or promoter.

the challenge at Knoxville as it’s changing, and they can change the berm on the bottom a little bit and it changes your whole entry to the corner and the way your car responds and it’s tricky to stay down there. It’s a game of cat and mouse with both pedals and a steering wheel and even the thought process, so it makes it a lot of fun as a driver for someone like myself to be able to go there and try to master that craft.”

Along with the prestige and trophy, the Knoxville Nationals pays out one of the biggest purses in Sprint Car racing.

This year, the event boasts a record-high \$1,159,005 overall purse, paying \$185,000 to the winner and \$15,000 to start the Feature.

Outside of the perks for the drivers and on track action for the fans, when it comes time for the Knoxville Nationals, the town of Knoxville morphs into a Sprint Car haven. Race haulers are parked in parking lots of local businesses along North Lincoln Street. Campers are packed in like Tetris blocks on residents’ lawns. Vendors and driver merchandise trailers occupy sidewalks across from the track.

For the week, race cars being pushed up and down the street by four wheels becomes normal. You feel like you’ve entered a racer’s fantasy as the town becomes an annex of the track.

“It’s such a unique area,” said David Gravel, the 2019 Knoxville Nationals champion. “When that event is going on, the whole town shuts down. Campers surround the whole area and, you know, there are 25 to 30 thousand people. It just has an atmosphere and a buzz around it.

“You always get butterflies and goose bumps when you’re getting ready to race there. Having the Hall of Fame there and the suites all packed, having fans all the way down the front stretch and back, it’s just a one-of-a-kind event. Probably, definitely, my number one for sure still in Sprint Car racing.”

The World of Outlaws NOS Energy Drink Sprint Car Series will first visit Knoxville Raceway on June 9-10 before venturing back to Iowa’s Marion County Fairgrounds for the 62nd NOS Energy Drink Knoxville Nationals, Aug. 9-12.

Bandimere Speedway, Iconic Dragway closing after 65 years

The Bandimere family has owned and operated their self-named dragstrip just west of Denver, Colorado for 65 years. This year's Dodge Power Brokers NHRA Mile-High Nationals will be the final race at this beautiful locale, one that has been enjoyed by both local and national straight-line racers since the family began its business.

John Bandimere and his family have been searching, over the past few years, for a new location to host drag racing, after agreeing to sell the current property and land. From 1958 through 2023, Bandimere Speedway has been a destination for racers looking to make noise and post speeds on Bandimere's Thunder Mountain in Morrison, CO.

The speedway has entered into the Denver, Colorado "urban sprawl", located just Southwest of the city near the Red Rock Amphitheater and popular suburb of Lakewood.

The family's efforts to find another possible location in the Denver area where a new facility could be built has been ongoing. They've been actively working with investors on a possible new track and facility location, the goal being to make this 2023 finale at the current track just a simple bump in the road.

"Our family has been involved in the automotive business for the past three generations, through parts sales and machining, individual racing competition, industry innovations and the operation of our speedway in the beautiful Colorado foothills," noted John Bandimere Jr., the second generation owner and operator.

"We have been blessed to occupy one of the most unique places in our state and feel that our commitment to the sport is not done yet. It's part of the fabric of our family's life and we're



Bandimere Speedway is an iconic facility in our industry and while the NHRA has lost several tracks, short track racing has been suffering the loss of several facilities. Above photo is a picturesque view of a great facility at "sunset". Below photo is a great exit sign throughout our business for thrill seekers to see.

hopeful that another equally unique location can be found to continue the legacy that was started by my parents over six decades ago."

This 2023 season marks the 65th anniversary for Bandimere Speedway and the track will host a special celebration during the 43rd and final Dodge Power Brokers NHRA Mile-High Nationals, which take place July 14-16. The track is always packed on this particular race weekend and will, no doubt, be filled for this year's final run.

Known colloquially as "Thunder Mountain", Bandimere Speedway poses more unique challenges than any on the NHRA tour. Racing at nearly 6,000 feet above sea level affects every part of a car, from engine tune-ups to body aerodynamics. The challenges of getting up this strip, repaved in 2008 as a fully-concrete track with cooling beneath the surface for the first 330 feet, are unequalled on the NHRA Camping

World Drag Racing tour. These changes greatly improved racing action at Bandimere Speedway and were just part of the many improvements the Bandimere family has made to its self-owned facility.

NHRA has been bleeding racetracks of late, with the closure of Houston, Atlanta, Phoenix and now Denver. Glen Cromwell, NHRA president noted the sanction has been having conversations with current NHRA member tracks to take up the slack of missing these tracks; on a positive note, Route 66 Raceway rejoined the tour for the '23 season.

"This year's Dodge Power Brokers NHRA Mile-High Nationals will be a memorable celebration of more than 40 years of NHRA drag racing at a historic facility," Cromwell noted. "We know the race weekend in July will be filled with amazing moments and will be an event fans won't want to miss."



Left and Right; The definition of this spring has been unpredictable at best. Snow hit the Midwest during April and it was captured in this photo posted on April 17 at LaCrosse Fairgrounds Speedway. In the bottom photo, it is once again LaCrosse and it's a great sign at a track. A children's play track on the bleachers. Considering how much time we all spend on Social Media, this is a great thing and something all of us should promote to parents. A place for children to play, outside at your venue and events



After purchasing some of the soft wall system from Memphis Motorsports Park, the Arute family, Mark and Lisa and their sons went to work making more improvements to Stafford Motor Speedway. They've installed soft walls on much of their race track and now in all of the critical areas. It is a project they are very proud of and one of the first short tracks in the nation to utilize this retaining wall system.

Left is a concession area thought. Many tracks have implemented areas to watch the races and enjoy an adult beverage. Another project at Stafford during the offseason was the addition of a patio type area to their point of sale for adult beverages with a view of the race track. During the season this should become a popular spectating area along with a captive audience who will consider spending a few more dollars to help increase the bottom line.





Take aways from a Saturday afternoon in Lehigh, Pennsylvania at Mahoning Valley Speedway from top to bottom, clockwise. We often talk about youth involvement and engagement in our sport. While it is a concern, we have seen much more engagement in recent years in the participant areas. These three drivers have bright futures in our sport and while some may question whether young drivers are ready or not, these three provided exciting action for the fans and conducted themselves in a professional manner throughout the event. They could have given some of the veterans lessons. The four-wide, while it is now popular and not as unique as it once was on both dirt and asphalt, "the salute to the fans" is popular. You can see the fans standing in the photo and it gives them a great photo opportunity as a positive part of your event. It can also be something a fan hangs his memory hat on if the race isn't the greatest. We've all had those days. Victory lanes are organized chaos. Make sure you have someone to help organize it, the interviews and the photos. This was with a first-time winner, it was an excited group and took a little longer than most victory lanes, but we are sure it was memorable for everyone involved and attending the event.





A huge crowd watching the racing action on opening night at Albany-Saratoga Speedway in 2023.

LIVING RIGHT, 47TH ARPY KICKS OFF SEASON IN A BIG WAY

Lyle DeVore and his staff at Albany-Saratoga Speedway opened their season on Friday, April 14 as a warm front teased Northerners with summer temperatures and conditions.

It helped to reward DeVore with his biggest night, possibly ever. 178 cars jammed his pit area with a standing room only crowd in attendance. DeVore runs two DIRTcar Sportsman Feature races on many weeks due to the overwhelming turnout of cars for that division.

"It was our biggest night," beamed DeVore. "I'm just proud of everything we do and being able to put this together, for it all to work the way it is for us right now."

DeVore's second week, April 21 had 178 cars

in the pits once again. Definitely an excellent start to the season for Albany-Saratoga Speedway.

In a recent interview in Area Auto Racing News, where DeVore was interviewed by Robin Yasinsac-Gillespie, DeVore once again stated how important the Workshops are to him. Yasinsac-Gillespie stated and asked the following; "It's not an issue plaguing you right now but a lot of speedways are struggling with car counts and filling seats in the grandstands. What's the answer?"

DeVore answered; "To be honest, I don't know what the answer is... every track is different and the demographic for every race is different. That's why I think it's important to go to the RPM

meetings because RPM does a great job with it. They get promoters from across the country to meet about the issues an-hand with race tracks and ideas.... to be able to communicate with your fellow promoters and get ideas that you can implement at your track is priceless."

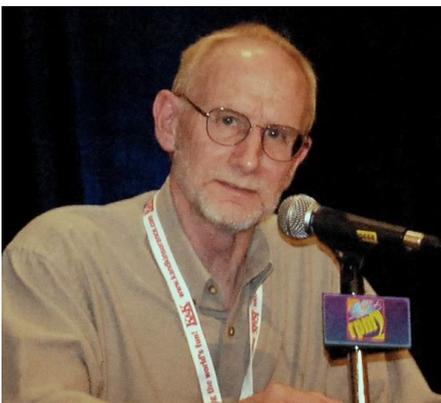
DeVore like many of us, also stated, "He hates seeing tracks struggle and that he would do whatever it took to help them and get the ship righted for a successful future."



SETUP AN ACCOUNT AND...

All of the folks that were in attendance at the 49th Annual RPM@Daytona Workshops will receive access to the archived "stream" of the Workshops. We know we are behind in this aspect, however, if you set up an account and send us an e-mail, we will be able to grant you access to the Workshops video that was streamed in Daytona.

The LIVE streaming of the Workshops will continue. These videos and additional promoter focused RPM content will be available for a reasonable subscription, making it easy for promoters who cannot attend RPM to still get access to the informative lineup of speakers and topics the event always deliver



PAUL C. SCHAEFER

Finally a photograph that we unearthed from the 42nd Annual RPM@Daytona Workshops of our friend and one of the best writers and editors in motorsports history. Paul C. Schaefer, who worked for NASCAR and carried the NASCAR Magazine for many years, was always an active participant at the Workshops when they reached Daytona. Schaefer has since retired from his professional motorsports career and is residing in the Tennessee mountains. We and the industry certainly miss what Schaefer has to offer.



Pay Attention! - The photo is from our own experience. It is the result of countless hours on the phone and several discussions with the Power supplier for Spencer Speedway near Rochester, NY, which we lease. The power is left on - one meter only - during

the Winter to prevent office damage - the heat is set at 40 degrees in an effort to maintain a small budget. After receiving a bill for over \$1,100 for this meter in December, we questioned the accuracy. As the situation progressed there were several other bills issued escalating the bill to over \$3,700. After demanding the meter be read, we finally received this adjusted bill. It went back through our use during the Summer and reflected a balance that will allow us to get through most of the season. With this discovery, we will be auditing the other meters when they are turned on. Be on the lookout for these type of things. Sometimes we become some programmed to a routine that we miss the obvious.

		1670 SPORTS AND ENTERTAINMENT LLC
		Account Number: 2003-2197-475
		Statement Date: March 06, 2023
		Amount Due:
Service Address: 3011 RIDGE RD MTR A, WILLIAMSON NY 14589		Page 1 of 8
Next Scheduled Read Date: On or about April 05, 2023		MPAGE
Account Summary		
Previous invoice	\$3,779.84	
Total adjustments	-12,708.50	Commercial
Payments received as of 03/03/23	0.00	See details beginning on page 3
Balance forward	\$-8,928.66	See messages on page 2
Energy charges	4,321.16	
Miscellaneous charges	1.00	
Payment due upon receipt.	\$-4,606.50	

Oskvig to Race Direct Super Nationals, has the right goal...

The goal Grant Oskvig has for his new job is to do it so well nobody notices him.

The veteran track official and former flagman is the new race director for the IMCA Speedway Motors Super Nationals fueled by Casey's.

He'll be in charge of organizing cars on the track, making calls, dispatching tow trucks and ultimately everything that happens on the Boone Speedway oval during the entire week of dirt track racing's biggest event.

"The number one thing is consistency. Drivers need to know what to expect from me when they're on the track," said Oskvig, who moves one office to the right in the grandstand tower after running transponder scoring at Super Nationals the last three years. "To be consistent without my name being brought up would be amazing."

"One of the things I like best about Super Nationals is that it brings so many drivers from across the country and Canada to race at Boone. It makes them all better and faster," he added. "It's also the only time of the year when I get to see a lot of those drivers, their crew and their families."

From Jewell, Oskvig now directs traffic of a



Grant Oskvig will become the race director at one of, if the not the busiest event in the country, the IMCA Super Nationals at Boone Speedway in Iowa.

different sort as transportation director for the South Hamilton Schools. He also farms and knows all about the importance of consistency after officiating high school and middle school basketball for more than 20 years.

"I never raced myself. My dad Al started

working at the track in 1983 and I wanted to do the same thing," Oskvig said. "I have always loved racing and getting to meet new people. Working at race tracks was something my dad and I did together."

The Oskvigs helped with tech inspection for many years the Deery Brothers Summer Series was held. Grant worked in the scoring booth and the infield and has flagged for IMCA events around the Midwest and in Arizona, including the Dakota Classic Tour and specials as far West as Las Vegas.

He takes over the Super Nationals race director post previously held by the now-retired and long-time mentor Bob Ross.

"Bob is someone I started learning from when I was about 14 at Marshalltown," said Oskvig. "While I've been in the office next to his in the crow's nest at Boone, I've been able to watch and listen, and keep learning."

Oskvig and wife Michelle have four children, Torri, Kaylee, Dylan and Ryan, and are grandparents to Bentley and Emersyn.

"Obviously Grant has been involved with IMCA for a lot of years and in a lot of different roles," noted IMCA President Brett Root. "He grew up at Boone Speedway and is a perfect fit for the Super Nationals race director position. He will do a great job."

The 41st annual IMCA Speedway Motors Super Nationals fueled by Casey's is Sept. 4-9.

Monarch Motor Speedway will not reopen in 2023

Monarch Motor Speedway on Kiel Road in Wichita Falls Texas will not reopen this season, according to a post on the company's Facebook page.

The company said the primary reason for closing is city utilities.

"It is with much sadness, and sense of defeat, that we report to our racing family today that we are not going to reopen Monarch Motor Speedway in 2023,"

"We are reasonable people, but we feel we are literally being held hostage by the City (of Wichita Falls) in which could easily turn into a very large, and unnecessary, utility cost that could very well eliminate any chance our business would have to even break-even for the season," the post said.

The company called the city expense "unjustified" and urged fans to tell city officials how they feel.

The city responded on its later.



Monarch Motor Speedway will not open in 2023 as the track and the city are having a dispute over utilities.

"The City of Wichita Falls has been, and continues to be, supportive of Monarch Motor Speedway. In an effort to support this business and its operations, over the past three years, the City has assisted the owners as they worked through private utility issues with the adjacent landowner," the post said.

The city said it had provided utility payment extensions when payments were not paid and suggested solutions to the problems.

Monarch said parking and registration purchases will be refunded.

This included, but was not limited to, providing utility payment extensions due to non-payment and proposing utility, engineering, and platting solutions that would address the utility issues. While it is unfortunate that the track ownership has chosen not to host a 2023 season, the City remains ready to provide assistance if and when the property owners determine their desired path forward.

That being said, the question I'm sure you all have at this point, after such a strong kickoff campaign, is WHY.

We are reasonable people, but we feel we are literally being held hostage by the City in which could easily turn into a very large, and unnecessary, utility cost that could very well eliminate any chance our business would have to even break-even for the season.

Between the personal investment in time and cost that it takes to get the facility race-ready for each event, coupled with this sudden large unplanned (and unjustified) expense, we've decided it is not in our best interest to forge ahead.

All Star Circuit of Champions Promotes Kevin Nouse as Series Director

Officials with the Brownsburg, Indiana-based Tezos All Star Circuit of Champions presented by Mobil 1 organization have announced Kevin Nouse has been promoted to the position of series director for 2023 and beyond.

Nouse is a sprint car racing veteran who joined All Star as a technical official in 2022, when he also served as a point of contact between the pit area and scoring tower. Nouse will maintain responsibilities on the grounds before transitioning to the scoring tower in 2024.

"This is a brand-new role, but with the company I'm surrounded by, I'm confident it will be a quick and smooth transition. It's been my goal from the start to continue to mold the Series into a 'racer-friendly series.' There's always room for improvement, and we'll take whatever steps necessary to learn from prior seasons and make the All Star Circuit of Champions one of the best traveling organizations in the country," said Nouse.



Kevin Nouse has been promoted by the All Star Circuit of Champions to Series Director.

In addition, longtime scorer and current operations director, Ross Paulson, will assume the race director role in 2023. Brad Hockaday will serve as the scorer for most events. The voice of the All Stars, Blake Anderson, will continue as the series announcer. The All Stars will also welcome back technical officials: Ken Osborne, John Menear, and Steve Topper. Erin Noel returns as pit steward and social media content creator. Jeffrey "Gooch" Patterson will drive the official series pace truck

RPM 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



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/

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

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



very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

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 Green-

ville-Pickens Speedway hosted the first-ever, start-to-finish live-televized 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.



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

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