



August 2017 Resource Kit

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WELCOME TO AUGUST RACE WEEK 2017

Here at Bristol, our mission is “To Exceed Expectations in Everything We Do.” With that in mind, our team has assembled a great collection of tips, advice and key insider information that promises to aid in making your Bristol experience one you’ll never forget and longing to return.

Produced earlier this month, here is a great welcome message from BMS Executive VP and General Manager Jerry Caldwell that says it all.



FIRST-TIME BRISTOL GUEST INFORMATION

Dale Earnhardt Jr. said it best when he stated, “I came to my first Night Race in 1984. This is the race I tell all first-timers to go see.”

We desire everyone, especially those visiting “The Last Great Colosseum” for the first time to be fully informed and comfortable while on BMS property.

In addition to all the great information here in this Resource Kit, here are some additional tips.

- Visit our online [First-Time Visitor Page](#) for additional resources.
- Once on property a must-do is to visit a Guest Welcome Village, the main Guest Services Office in the Bruton Smith Building, the or one of our conveniently located Guest Services Kiosks located throughout Speedway property. Here we will recognize you as a first-time guest. We provide all first timers with an official Guest Guide, a 3-D Event Map, a First-Time Guest Card & Lanyard. The card designates you as a first-time guest and includes vital phone numbers and informational resources for easy reference. Plus, all Guest Services locations are staffed with knowledgeable personnel, well-equipped to answer your questions.
- Need a place to relax or get re-charged? Stop by one of our Guest Welcome Villages (Fan Zone, near the Bristol Tower outside Turn 2 or Midway near the Orange Bridge between the Speedway and Bristol Dragway). Including all of the above, Guest Welcome Villages also include free guest Wi-Fi, Charging Stations, Rocking Chairs, Fans, TVs and a great place to kick back and relax

amid all the fun.

- “Be Connected” – [Download the Official Bristol Motor Speedway Mobile App](#) and make sure you accept “push notifications.” We share announcements, event info and more with guests throughout race weekend via the mobile app. We also communicate heavily via our social media channels. Like us on [BMS Facebook](#), follow us [@BMSupdates on Twitter](#) and feel free to share your fun with [@BMSupdates on Instagram](#).
- Talk with us – Sometimes, more often than not, face-to-face communication is the best. Again, we strongly encourage guests to actively visit all Guest Services locations where you’ll find a smiling staff ready and happy to assist. Leading up to the event, feel free to give us a toll-free call to 1.866.415.4158 and one of our customer service representatives will be happy to assist. During race week, beginning Wednesday, guests may also take advantage of our Guest Services Hotline by calling 1.866.925.9258.

ESSENTIAL ITEMS TO BRING FROM HOME

- **Sharpies/Highlighters** – You never know when you just might bump into a driver, a crew member or a celebrity here at Bristol. Carry along a Sharpie or two so you’re always prepared should the opportunity arise. And definitely when you study the online maps or Guest Guide, you’ll want to highlight **two** sides of Bristol Motor Speedway’s property as areas to take in. One is the Fan Zone with the Souvenir Haulers, NASCAR Trackside Live stage, Kids Zone, Lawn Party, Guest Welcome Village, Dale Jr. Moments Museum and more – all located near the front entrance off Hwy. 11E near the iconic Bristol Tower and Blue Bridge. You’ll also want to visit the Midway, located between the Speedway and Dragway near the Orange Bridge. Here you will find a wide variety of interactive displays, another Guest Welcome Village, the Mountain Dew display featuring a Dale Earnhardt Jr. appearance at 4:00 PM on Saturday and much more.
- **Comfy Shoes** – advice to pack this essential item might trump everything else. No matter which options you choose among the many ways to get around on Bristol’s property, you’re going to be on your feet for a full day at each event. Do yourself a favor and bring along the shoes that make your little piggies most happy. This is not the best time to break in a new pair.
- **Sunscreen** – It’s summer time and you’ll be in east Tennessee. Be prepared.
- **Coolers** – Yes, we have plenty of delicious concessions items and a wide array of beverages, but it’s also worthwhile knowing that you are permitted to bring a cooler (no larger than 14” wide x 14” tall X 14” deep) and your own food and beverages. Please note glass containers are not permitted.
- **Ear Protection** - The roar of the engines can get pretty loud here at BMS. Bring along some ear protection. If you forget, just visit one of our Guest Services locations and we’ll be happy to assist!

GETTING TO BRISTOL MOTOR SPEEDWAY

AUTOMOBILE:

For those driving, the most common way fans arrive, here are some tips on how to best map out your trip to BMS.

- Visit our online [DIRECTIONS](#) page. Here you'll find helpful travel trips, suggested routes and more.
- **Plan your parking location according to how you desire to exit.** Please know that the route upon which you arrived and parked may not be the same route taken when you leave the track. On days of events, traffic flows relatively smoothly to the Speedway. However, following a checkered flag there is much more pedestrian and vehicular congestion. In the interest of safety our law enforcement agencies and traffic engineers do an outstanding job of routing the traffic to get you to your destination as soon as possible. Review the egress maps by clicking [here](#). Find the ideal parking spot to match with the direction from which you desire to depart.
- **Don't trust your GPS.** The traffic patterns and time to arrive at your destination will be adjusted during race weekend. Plan as much as possible and allow plenty of time to arrive; and be patient upon exiting.
- **Please note the "Traffic Hold Period."** Immediately following Bristol events, large numbers of pedestrians exit the Speedway and make their way back to their vehicles/campers. Due to the intense pedestrian traffic, all vehicular traffic on property and adjoining roadways, is held for one hour or until it is deemed safe for vehicular flow. This hold period also includes BMS-operated trams and shuttles. We appreciate your patience.
- **Park & Ride – [Park & Ride](#)** provides options that allow guests to avoid congested driving conditions. BMS works directly with Tri-Cities agencies/organizations to create local spots that provide roundtrip shuttle service.

AIR TRAVEL:

Should you plan to fly to Bristol, here are the three (3) closest airports to the track.

- [Tri-Cities Airport \(TRI\)](#) - 19 miles from BMS
- [Asheville Regional Airport \(AVL\)](#) - 90 miles from BMS
- [Knoxville McGhee Tyson Airport \(TYS\)](#) - 122 miles from BMS

BUS/GROUP RIDE:

Quickly becoming a favorite option for many BMS guests is group travel. Here are a few options to consider.

- **PrimeSport** - If you're looking for a turnkey travel package that includes transportation, look no further than [PrimeSport](#) Packages range in options but can include tickets, premium experiences, FanVision rental, lodging and raceday transportation.
- **Rallybus - [Rallybus](#)** is a great option to let someone else take care of the travel so you can start tailgating early. They currently have pick-up options in Kentucky, North Carolina, South Carolina, Tennessee and Virginia!
- **UBER – [UBER](#)** service returns for August Race Week. Yet another great option to enhance your Race Week transportation.

CAMPING



Please note that all [camping on BMS property for August 2017 is sold-out](#). However, there are some useful tips in this section, including information on [adjacent/nearby camping options](#), and perhaps some motivation for you to start thinking about 2018.

There are [several camping areas at BMS](#). Advantages to camp at BMS include tailgating with people from all over the world, avoiding traffic, maximizing your stay on Bristol property and saving money on lodging, just to name a few.

Also, please note that there is a wide array of adjacent/surrounding campgrounds with vacancy for August Race Week. You can [see more available camping options here](#).

When it comes to camping with us here at Bristol, there are lots of ways to make the best of it!

Check out these five tips for enjoying your camping experience at Bristol:

1. **CHECK-IN BOOTHS:** Campground check-in booths are your friend. The friendly staff at the booth will be happy to assist with general camping information. Upon opening, check-in is available 24 hours a day for your convenience.
2. **HOOK-UPS, SHOWER HOUSE & MORE:** Full hook-up campsites are sold as a season package (includes April and August). Non hook-up campsites are available to purchase for individual weekends and are the most common sites at Bristol.

Not having a hook-up isn't an issue here, trust us. We have multiple water-fill and dump stations located throughout the property. We have service trucks available to service your water and sewer needs (fees apply). Campers also have unlimited use to all BMS shower house and restroom facilities.

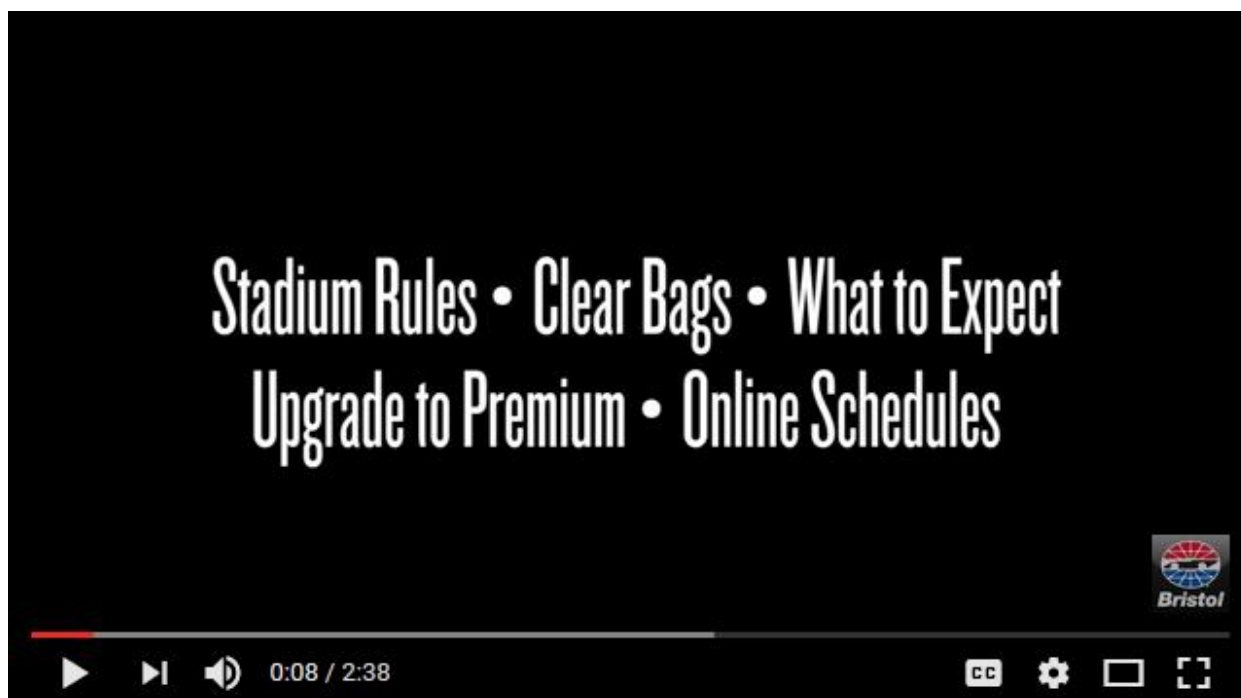
3. **CAMPFIRES:** Camping just isn't camping without a campfire, right? That's what we think, too! So, to make sure our guests get the most out of their Bristol camping experience, we allow

campfires. We just require that campfires aren't "open," meaning they must be in a fire pit or off the ground with a lid.

4. **SHUTTLE TO FOOD CITY:** You'll definitely need to get some delicious food for the grill and supplies to make the most out of your campground experience and tailgating menu. That means visiting our local Food City. But there's no need to go through the trouble of getting your vehicle out of the campground! Instead, you can take the *free* shuttle over to see our friends at Food City.

Also, be sure to visit CampingAtBristol.com for a full list of information on camping at Bristol. You can view the different campgrounds that Bristol operates and what they offer.

“BOOTS ON THE GROUND” – WHAT TO DO & KNOW ONCE HERE



That's a very subjective title for this tip. After all, it all depends "WHEN" you get here... You know, when your boots (or flip-flops) hit the ground. Some are already here. Some will arrive mid-week, while others will simply arrive right on time to just catch the green flag.

EARLY ARRIVALS:

So, if you going to arrive anytime between now and let's say... Monday (August 14), you have some time to play with. So what do you do?

Obviously, you establish your ground. You get your campsite set up, raise your flags and breathe easy. You're here early. Meet your fellow Bristol family members, walk around the property; visit [Guest Services](#) in the Bruton Smith Building. You have some time to enjoy anything and everything before the mad rush. So...

[Visit State Street in Downtown Bristol](#), one of America's unique cities. You can literally have a meal on one side of the street in Bristol, Tennessee, then walk 40-feet across the street and go antique shopping in Bristol, Virginia. Yep, that's why it's called State Street. The double-yellow lines that divide

the street truly represent the Tennessee-Virginia state line. Also, make sure you **grab some "selfies" under the Bristol sign** at the North end of State Street.

Need some serious shopping time? **Make sure you hit The Pinnacle** located just off I-81, Exit 74. Anchored by **Bass Pro Shops** and a wealth of major retailers and restaurants, you can occupy the better part of a day here and not walk away disappointed. And don't forget to roll through one of several conveniently located **Food City** stores to make sure you have all your race weekend camping/tailgating needs.

Other cool day trips? Visit **historic Abingdon, Virginia**. Just 30 minutes from BMS up I-81, this quaint town provides plenty of shopping and dining experiences that make it worth the trip.

Likewise, you can travel just about the same distance South of BMS to **Jonesborough, better known as Tennessee's oldest town**. Small-town shops and eateries surrounded by scenic backdrops will ease your mind.

If you're really in for a major day trip, take the ride down I-81 to I-40 and visit The **Great Smoky Mountains**. The Sevierville-Pigeon Forge-Gatlinburg area continues to hold its ranking among America's most-popular tourist destinations. Anchored by **Dollywood** and **Ripley's Aquarium**, the scenic Smoky Mountain beauty and a bevy of amusement/entertainment venues, this could become a mini-vacation within your Bristol getaway.

See below to finish out your week...

MID-WEEK ARRIVALS:

Let's say it's Tuesday. It's not quite crunch time for you... but it's pretty darn close. You'll likely encounter fellow Bristol fans in the campgrounds and in regional hotels. Introduce yourself, shake hands and make friends.

By all means go to Guest Services on the 1st floor of the Bruton Smith Building. Grab your Guest Guide and your 3D Map and Schedule and study hard. Locate all the key locations like Guest Welcome Villages, Fan Zone, Midway, Grandstand Gates and more. Be a sponge and soak it all in!

By doing so you'll be in great shape for the remainder of the week.

JUST-IN-TIME:

Regardless of whether you get here Wednesday, Friday or Saturday... Cars are on the track. We're racin'. Again, make sure you do your homework. Make sure you're up-to-speed on traffic and parking (**see Getting To Bristol**) or visit our online **traffic** and **parking** pages).

When your toes touch down, **find your nearest Guest Welcome Village or Guest Services location**. There you can grab your Guest Guide, ask those critical questions and put the final plans on how you plan on spending your day.

By all means please **take a hard look at our fan online Fan Schedule**. It is updated daily throughout the entire race week and includes a wealth of information.

EXPERIENCE THE FUN

The heart of Bristol Motor Speedway beats around a rock-solid core of 56 years of passionate, dramatic and exciting on-track NASCAR racing action at a unique venue.

Further separating Bristol from the rest of the pack, and making the experience truly “something different,” is our goal for our guests to have fun regardless of the racing... A time to make memories... A time to create “WOW!” moments... A time that makes guests anticipate their next visit to “The Last Great Colosseum.”

By now you know the on-track race schedule... But what can you add to your week to get the absolute best from it? Let’s break it down and share some insight on how to add “FUN” to your Bristol visit. Here are some fun must dos (and **keep checking our Fan Schedule** as it is updated daily).

VISIT THE FAN ZONE: Located in the spacious lot near the iconic Bristol Tower, Blue Bridge and brilliant marquee sign just off Hwy. 11E/Volunteer Parkway, The BMS Fan Zone is the true hub for all off-track activity. In fact, it’s a party!

NASCAR Trackside Live/BMS Stage: You’ve asked for it, and it is back. It’s our main stage! Complete with NASCAR driver and celeb appearances as well as live entertainment throughout the weekend, Trackside Live returns. See all the events/times on our Fan Schedule page. And don’t miss the Food City 300 post race concert featuring “The Steel Woods” on Friday night.

Dale Earnhardt Jr. Moments Museum: The “Earnhardt” name is etched firmly in Bristol lore. Join us as we celebrate and honor Dale Earnhardt Jr., the Earnhardt name and his contributions as he takes on the Bristol high banks in the Food City 300 and the Bass Pro Shops NRA Night Race.

Souvenir Trailers Return: New for 2017 August Race Week and also back by popular fan demand, souvenir trailers return to offer up an incredible and fun shopping experience. Visit team/driver trailers and grab your favorite colors for the races.

Kids Zone: Can’t leave out the young ones. Our Kids Zone features a great space to visit for plenty of fun with Inflatables, Zip Line, Rock Climbing Wall, Color Stations, Face Painting and more.

Bristol Lawn Party: For all who are not necessarily kids anymore, but still have that spirit for some good ol’ backyard fun, check out the Lawn Party. Complete with games like corn hole and giant beer pong it’s thoroughly enjoyable... even if you just stop by to watch.

Guest Welcome Village: Want to kick back in a rockin’ chair? Cool off? Charge your hand-held devices? Grab some Wi-Fi, chat with Bristol staff and have all your questions answered? Visit Guest Welcome Village and we’ll be happy to assist and serve you.

Prime Photo Opportunities: Yeah, the big Bristol Tower in the background, fans everywhere. Make sure you have your camera. AND YES, we will unveil something new that will definitely make you say, “I was there... and here’s my picture to prove it!”

VISIT THE MIDWAY: Located in the spacious lot between Bristol Motor Speedway and Bristol Dragway (frontstretch side of the track) you find “The Midway.” This area presents an offering of interactive displays and entertainment.

Interactive Displays: A wide array of our finest partners offer a ton of race weekend fun with entertainment, appearances, games, giveaways, shopping and more. Visit sprawling displays from the likes of Bass Pro Shops-NRA, Mountain Dew, Chevrolet, UNOH, Fitzgerald Peterbilt and more.

Hot Air Balloon Rides: Want a high-above look at Bristol? Join us for tethered hot air balloon rides. **Balloon rides subject to weather/wind conditions.*

THURSDAY, DESIGNED FOR FANS!

Food City Family Race Night: It’s the biggest and best pre-race fan event in NASCAR. Food City transforms State Street in downtown Bristol VA/TN into race fan heaven. Live entertainment, driver appearances, free food sampling and interactive displays make this a must! **[Visit Food City Racing online for more information and a complete schedule.](#)** (1 PM – 9 PM – free shuttles to/from provided)

Fitzgerald Peterbilt NASCAR Transporter Parade: It’s a Bristol tradition. Starting from The Pinnacle at I-81 Exit 74 (departing at 9 PM) and traveling down Hwy. 11E/Volunteer Parkway to BMS, the colorful haulers that transport Cup cars from race-to-race create quite the spectacle. With fireworks exploding high above, thousands annually line the route as Cup teams move in and get ready to do battle in Bristol. The transporters typically arrive at BMS around 9:45 or 10 PM.

Half-Mile Hot Laps by Seat Time Racing School: Fans have the opportunity to test the "The Last Great Colosseum" at high speeds like NASCAR drivers do! An awesome experience at Bristol Motor Speedway is waiting for you from 6pm-8:30 pm on Thursday, August 17! Proceeds benefit the Bristol Chapter of Speedway Children’s Charities. **[Reserve your spot here.](#)**

NRA Shooting Stars Tournament: Shoot with some of the stars of the Camping World Truck Series during the NRA Shooting Stars Tournament at Shooter's Edge in Piney Flats, TN. Participants will be outfitted with a firearm and some exciting targets during our annual indoor shooting event! Dinner is provided before event! Register now by calling Speedway Children's Charities at 423-989-6975.

Live Memorabilia Auction: Many items from your favorite racing teams will be on the auction block including sheet metal, autographed jackets, rides with Xfinity and Monster Energy NASCAR Cup series drivers and much more! Join us for an item preview at 5 pm with the auction beginning at 6 pm. Event will take place on the 3rd floor of the Bruton Smith Building at Bristol Motor Speedway.

BRISTOL PRE-RACE: Once you’ve had all that fun outside the venue, you’ll definitely want to be inside for Bristol’s legendary Bass Pro Shops NRA Night Race pre-race ceremonies. From the sweet country sounds of the **[Cody Jinks](#)** concert to the always-entertaining driver introductions, we advise getting to your seats early. Expect some Dale Jr. shout-outs and traditional Bristol patriotism. Bristol pre-race is an event all its own.

CONCESSIONS/FOOD & BEVERAGE: Any time you're having fun, you gotta have food! Make sure you [check out our online Concessions offerings](#) that will be available at the Speedway during Race Week.



Make Sure You're "In The Know"

Have you ever heard the cliché "knowledge is power?" To make your Bristol experience the best it can be, there is no truer statement.

Race weekend information is fluid, often changing, even right up until event time. It's time to be a sponge and soak up every ounce of Bristol knowledge you can absorb.

So how do you make sure you are in the know? Let's get you "Bristolized."

High-Tech

Thanks to the wonderful world of the internet and that handy little gadget 99.9% of us carry around 24/7, your smart phone and some key apps will provide you with a wealth of knowledge.

The Fan Schedule on the BMS Web: If there's one page you want to check regularly on our web site, it's the Fan Schedule. With information starting a week outside of the race, this information is updated regularly. Packed with on-track and off-track events/schedules/information you'll find this to be a key resource.

Bristol Mobile App: You got a smart phone? This is a must. Available for Droid and iPhone, the BMS mobile app promises to help you with your stay on the Bristol grounds. It's a handy hub for all that's going on during the weekend; and make sure you agree to accept "push notifications" as we utilize the app to send schedule updates, weather info and more.

Follow us on Twitter @BMSUpdates: You'd be amazed at the amount of vital info we can throw out in just 140 characters (and we do it often). Our Twitter account is a great resource for up-to-the-minute news surrounding everything Bristol.

[Like us on Facebook: The Official Bristol Motor Speedway page on Facebook](#) serves as a home for us to communicate major event news, photos and videos - plus there's an open platform to communicate directly with you and answer your questions. And remember, you'll also find plenty of Bristol info/fun on [Instagram](#) and [YouTube](#).

Low-Tech

We realize all are not in the "Twittiverse" and you may not have a bevy of applications on your phone. In fact, we know many of you just would like a friendly voice on the other end of the line.

During operational hours, you can reach out us toll-free by calling 1.866.415.4158. And beginning at 9 AM on Wednesday, August 16 through Noon on Sunday, August 20, Bristol Motor Speedway operates a 24-Hour Guest Information Hotline to serve you while on property. Simply call 1.866.925.9528 and we'll be happy to assist.

Don't forget the two-way street of email. Make sure [you are subscribed to receive our updates](#) and always know you can reach directly via our socialmediateam@bristolmotorspeedway.com inbox.

If texting is your thing, during race week event operational hours you can text the word BRISTOL to 69050 followed by your question.

No-Tech

Guest Services: There are times when nothing beats shaking hands and talking to someone face-to-face and our Guest Services hub located on the first floor of the Bruton Smith Building during operational hours. Feel free to stop in, say hello and let us know how we may help you.

We encourage you to visit our **Guest Welcome Villages** (Fan Zone and Midway) or one of our conveniently located Guest Services Kiosks located throughout property and on concourse levels inside the Speedway.

Make sure you pick up a Race Weekend **Guest Guide**. Packed with all the Bristol info/maps you can handle and laid out in an A-to-Z format, you'll find the Guest Guide to be of great value.

EXITING THE RACE/PROPERTY



Once the checkered flag has waved, you and your fellow Bristol fans are ready to exit *The Last Great Colosseum* and head home.

Please note, pedestrian traffic is heavy during these times, so please be patient. And with that, it's important to note that all vehicular traffic is held after the event until pedestrian traffic has cleared and officials deem it to be safe. This also includes all Bristol Motor Speedway operated transportation.

Once you arrive at your vehicle, be sure to see which way traffic is flowing. Law enforcement and parking attendants will direct you out of parking lots once it has been deemed safe to proceed.

Also remember, the route you took to enter Bristol Motor Speedway may not be how you exit after the event.

While on property, feel free to drop by any Guest Services location for help with post-event traffic.

To view all ingress and egress routes, [please visit our traffic page online](#). You can also find this information on the free Bristol Motor Speedway app.

Here at Bristol Motor Speedway, safety is our top priority. In the UNLIKELY event of an evacuation, it's important to know what to expect. Announcements will be made over the public address system with Colossus TV displaying supporting graphics. Bristol Motor Speedway staff and security will also assist in any evacuation procedure.

And, before you head home, don't forget to renew your tickets! That way you'll be set to be here next year! To do so, simply visit any ticket booth or the main ticket office during operational hours.

So there you have it Bristol fans! On behalf of all here at Bristol Motor Speedway, we wish you safe travels to and from "The Last Great Colosseum." It is our desire you have the absolute best motorsports entertainment experience ever!

It is our mission to exceed your expectations. We desire that you create wow moments and take home memories that will last a lifetime. Have fun and we'll see you soon.

Sincerely,

Jerry Caldwell
Exec. VP/General Manager