



# FAN ZONE & ENGAGEMENT GUIDE





Welcome to Bristol Motor Speedway!

Thank you for attending our events and for your partnership.

You, our client, are our number one priority and we stand ready to do everything we can to provide you with the best hospitality experience possible. Please call on us anytime if there is anything we can do to assist you and your team before, during, or after the Bush's Beans Practice Day, Bush's Beans Qualifying, Weather Guard Truck Race on Dirt, and the Food City Dirt Race weekend.

Please read over this packet carefully as it contains pertinent information on things Fan Engagement related. In addition, please pass along this packet to any of your peers who will be directly associated with the display throughout race weekend. Once all forms included in this packet have been completed, email them to my attention no later than April 1, 2023. If any of your questions are not answered within this packet, please feel free to contact me or your Account Executive for further assistance.

Sincerely,

Anthony Golden  
Director of Client Services

423-989-6956 Office  
423-963-4893 Cell  
[anthony@bristolmotorspeedway.com](mailto:anthony@bristolmotorspeedway.com)

## 2023 Food City Dirt Race Fan Zone and Midway Set-up Instructions

- **General event information:**

April 7-9, 2023

Bristol Motor Speedway

151 Speedway Blvd.

Bristol, TN 37620

Contact: Anthony Golden (423) 963-4893

Email: [anthony@bristolmotorspeedway.com](mailto:anthony@bristolmotorspeedway.com)

\*the address above can be used for shipping materials to the track

- **Required documentation:**

Please fax or mail a copy of insurance prior to the event with your information page below. Please include Bristol Motor Speedway, LLC and Speedway Motorsports Inc. on the certificate. Minimum of \$5 million coverage is required. Copy of Insurance must be received by April 1, 2023. Failure to provide may result in delay of set-up. An example of this certificate is included in this packet.

- **Opening times (hours of operation are based upon your own discretion but also coincide with Souvenir Merchandise trailers opening times):**

Friday, April 7                      12:00 p.m.

Saturday, April 8                    12:00 p.m.

Sunday, April 9                      12:00 p.m.

- **Set-up and breakdown:**

- Monday, April 3:                      7:00 am – 5:00 pm
- Tuesday, April 4:                      7:00 am – 5:00 pm
- Wednesday, April 5:                    7:00 am – 5:00 pm
- Thursday, April 6:                      7:00 am – 5:00 pm

**NO set-ups will be allowed on Friday, April 7 or Saturday, April 8, unless pre-approved by the VP of Marketing or through Anthony Golden. (This includes radio remotes.)** Breakdown time is

Sunday, April 9 (after traffic has cleared). If you choose to leave after the NASCAR Cup Series race begins on Sunday, you must vacate the display lot by the end of segment 2 or you will be forced to wait until all traffic has cleared after the event.

- If you need to set-up outside of these working hours, please contact Anthony Golden so that he may make arrangements to have someone help you. Please do not set-up on your own time or you may be asked to breakdown and move.
- Upon arrival to the display area, please go directly to the fan midway area and check-in with Gary Bishop so you can be placed in the proper area. Gary will be in the fan midway area during all set-up hours listed above. His mobile number is 423-646-8314.

- **Site Survey:**

Ground surface is asphalt; Sites are located between at the main entrance of the Speedway and also between the Speedway and Dragway unless otherwise specified.

- Any stakes that have left holes in the asphalt are your responsibility and need to be repaired immediately before your departure from the track otherwise; failure to repair the asphalt property will result in your company being billed for the damage and repair. You may want to consider alternatives such as water, sand or hollow block weights.

- BMS must be notified of any third party that is bringing in tents, tables, chairs, or temporary staffing. This will assist us in helping find their clients.

### **Note the following rules & regulations:**

- Company and/or its Representatives may not sell or distribute any product samples, merchandise, or other materials, including without limitation any company branded or racing-themed merchandise, on the Speedway property or in any Display Space. Company and representative acknowledge and agree that additional Rights Fees may apply for the distribution of complimentary gifts, product samples, or other premiums or times. In no circumstance shall t-shirts, hats, key chains, die-cast model cars, caps, koozies, sunglasses, apparel, jewelry, watches, rings, belt buckles, patches, shoes, boots, food, drink, cassette tapes or any other souvenir item (s) be permitted to be distributed by Company and/or Representative. All items to be distributed by Company and/or Representative pursuant to this Agreement must be submitted to Bristol Motor Speedway for approval prior to the Event weekend. The Speedway retains the right to prohibit certain types of gifts, at its sole discretion.
- No merchandise or display item will infringe on the trademark, tradename, service mark, service name, copyright, or other proprietary right of any other person. All merchandise must be licensed.
- Company and/or Representative will not be permitted to distribute items or materials, solicit information or customers, or otherwise engage in commercial, business or political activities outside the ten-foot (10') border surrounding Display Space.
- Company and/or representative only may occupy the space allotted by Bristol Motor Speedway, i.e. if you purchased a 20' x 30' area- then all materials (fencing, tents, displays), must be within this area. Anyone who violates this space will be subject to an additional charge and may be asked to move.
- Use of loudspeakers, bullhorns, or any other equipment or device to generate or emit music and/or loud noises from is limited; any such music and/or noises must be of a reasonable decibel level.
- Bristol Motor Speedway reserves the right to require any promotions or displays which, at the sole discretion of Bristol Motor Speedway, are deemed to be a nuisance, to be unduly annoying, to be interfering with the rights of other concessionaires or interfering with the race experience of the fans to cease.
- No kites, balloons, or other flying or lighter than air advertisements or promotional materials shall be flown, raised or otherwise launched from, out of or attached to any display without prior written approval from Bristol Motor Speedway.
- Bristol Motor Speedway does not permit the display or distribution of materials or the broadcast of messages related to political candidates, political parties or political issues. Persons engaged in political campaigning will be asked to leave BMS property.

### **General Information:**

- If you wish to have a port-a-john within your area, this must be approved by Bristol Motor Speedway. BMS has contracted with A & S Sanitation, LJ at (276) 299-1492, this will be the only company allowed in the area to service port-a-johns.
- BMS is not responsible for security. Please notify Dede Hash, VP of Safety and Asset Management, (423) 989-6928 to arrange for security. Please note payment for said security may be due prior to or upon the completion of the event and is to be arranged with Dede Hash. If you have not scheduled security for your area already, please call her before April 1, 2023.

- BMS does not provide generators, electricity, or water – please see list of important numbers included in this package for BMS preferred vendors.
- Please do not leave trash at the display site, however, do break down all boxes and they will be picked up by BMS staff during, at the end of the day and following the event.

### **Parking Information:**

- All clients must enter through the Bristol Dragway entrance located on Highway 394. Two (2) parking permits will be issued upon your arrival. You **MUST** have these parking permits in order to enter the Bristol Motor Speedway property on Friday, Saturday, and Sunday. Each display vendor will receive (1) parking pass located in the Lot E parking area and (1) Service vehicle pass (not a parking pass). No vehicles except those that are part of the display are allowed to park in your area and must not impede pedestrian traffic flow through or around your display area.
- No tow vehicles may be left in your area that is not part of the display during the course of the weekend. Tractors are expected to depart from trailers-if this is **not** the case, please notify BMS. Otherwise, all tractors or extra trailers will park in the designated area located in the lower portion of Lot L.

**Any exceptions or clarifications of these rules must come from the Vice President of Corporate Sales.**

## Fan Engagement Client Information:

Please fill out the following information. Please email to my attention by March 1, 2023 in order to secure space requirements per contract. **Please, also submit a layout of your area so that we can place you in/around an area that best suits your needs.**

Company: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of fan engagement area: \_\_\_\_\_

On-Site Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Fax: \_\_\_\_\_

### **Size:**

**Please be as specific as possible and include the tractor w/trailer and/or any tents, etc. Also be sure to allow for any doors that need to be opened in order to unload and/or load during event.**

Width: \_\_\_\_\_ Depth: \_\_\_\_\_ Height: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Estimated time of Arrival: \_\_\_\_\_

Additional Notes or Comments:

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Please return this form by email to:

Anthony Golden  
Bristol Motor Speedway  
151 Speedway Blvd.  
Bristol, TN 37620

423-989-6956 - Office  
anthony@bristolmotorspeedway.com

**Copy of Insurance must be received by April 1, 2023.  
Failure to provide may result in delay of set-up.**





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
XX/XX/XXXX

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER  XXXXXXXXXXXXXXXXXXXXXXXXXXXX	CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS:	
	FAX (A/C, No):	
INSURED  XXXXXXXXXXXXXXXXXXXXXXXXXXXX	INSURER(S) AFFORDING COVERAGE	
	INSURER A : XX	
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
INSURER F :		

**COVERAGES**

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADOL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	X		XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	EACH OCCURRENCE \$ 5,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 300,000 MED EXP (Any one person) \$ NONE PERSONAL & ADV INJURY \$ 5,000,000 GENERAL AGGREGATE \$ NONE PRODUCTS - COMPIOP AGG \$ 5,000,000
A	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	COMBINED SINGLE LIMIT (Per accident) \$ 5,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ AGGREGATE \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE  DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ DED \$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/>	N/A	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 5,000,000 E.L. DISEASE - EA EMPLOYEE \$ 5,000,000 E.L. DISEASE - POLICY LIMIT \$ 5,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Bristol Motor Speedway, LLC, Speedway Motorsports, LLC, Sonic Financial Corporation, Speedway Holdings I, LLC, Speedway Holdings II, LLC, Speedway Children's Charities, and/or each of their subsidiaries and affiliates and their respective officers, managers, directors, employees and agents are added as Additional Insured to the liability policies.

**CERTIFICATE HOLDER****CANCELLATION**

Bristol Motor Speedway, LLC P.O. Box 3966 Bristol, TN 37625  Attn: Julie Bennett	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE
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## **2023 Giveaway Guidelines**

SMIP acknowledges the importance of Corporate Sponsorships, selling tickets and fan appreciation at our events. At times, Corporate Sponsors and Speedways have requests to give away promotional items to fans attending our events. In an effort to reduce potential lost revenue, SMIP requests that everyone follows the below guidelines for Sponsorship/Client Display activation.

All giveaway items must receive pre-approval from SMIP prior to the event weekend.

Please use this letter as a guide when you are purchasing and organizing your giveaway items for race weekends.

Giveaway items cannot contain event, track or driver marks.

### **Examples of Allowed Giveaway Items:**

Banners	Gift Cards	Photos
Beads	Hand Fans	Plastic Cups
Bookmarks	Hand Sanitizer	Pop Sockets
Calendars	Keychains	Posters
Cell Phone Wallets	Lanyards/Credential Holders	Power Banks
Cinch Bags	Lighters	Stickers
Face Masks	Note Pads	Temporary Tattoos
Flash Drives	Pencils	Wristbands
Flash Lights	Pens	

### **Restricted Give Away Items:**

Can / Bottle Coolies	Seat Cushions
Clear Backpacks	Sunglasses
Ear Plugs	Sunscreen
Hats	Tee Shirts
Rain Ponchos	Towels – Cooling/Rally/Golf



If any of the above restricted items must be given away to secure client for event – the following will apply.

- SMIP produces or sells the item to Client/Track or Track pays SMIP a buy-out price that will be automatically invoiced at conclusion of event
- Item does not contain event or track logos. Only contain sponsor logo
  - Can Coolies – limit to 500 (\$3 each buy out price) Lead time 4 weeks from approved art.
  - Clear Backpacks – limit to 500 (\$10 each buyout price)
  - Ear Plugs – limit to 1000 (.50 cents each buy out price)
  - Hats – limit to 250 to give away (\$8 each buy out price) Lead time 15 weeks from approved art. Lesser lead times via air.
  - Rain Ponchos – limit to 500 (\$2 each buy out price)
  - Seat Cushions – limit to 100 (\$5 each buy out price) Lead time 12 weeks from approved art.
  - Sunglasses – limit to 100 (\$5 each buy out price) Lead time 4 weeks from approved art.
  - Sunscreen – limit to 500 (\$2 each buy out price) Lead time 4 weeks from approved art.
  - Tee Shirts – limit to 1000 to give away (\$5 each buy out price) Lead time 3 weeks from approved art
  - Golf/Rally/Cooling Towels – limit to 2500 (\$2.50 each buy out price) Lead time 4 weeks from approved art.

SMIP requires the opportunity to quote on any give away items, whether it is an item SMIP sells or does not sell.

During the event, Track Sales department and SMIP shall monitor the Corporate Display Area to ensure all give away items were pre-approved as part of the agreement with the Track.

SMIP requests a list of all items to be given away at track prior to the event.

**Please see attached template form that should be used for approval.**

Any display selling merchandise must obtain a third-party agreement with SMIP and be pre-approved.

Please find below the appropriate contact for each location to work with on all matters concerning merchandise.

Atlanta Motor Speedway Rachelle Fordham O: 770-707-4049 C: 678-612-4671	Bristol Motor Speedway Jonathan Moore O: C: 423-957-1855	Charlotte Motor Speedway Robbie Fuller O: 704-455-4390 C: 704-701-0431
COTA Stacy Strawn O: C: 817-714-4580	New Hampshire Motor Speedway Jonathan Moore O: C: 423-957-1855	New Hampshire Motor Speedway Jonathan Moore O: C: 423-957-1855
North Wilkesboro Speedway Stacy Strawn O: C: 817-714-4580	Las Vegas Motor Speedway Stacy Strawn O: C: 817-714-4580	Sonoma Raceway Megan Valenzuela O: C: 530-774-7543
Texas Motor Speedway Rachelle Fordham O: 770-707-4049 C: 678-612-4671		



### Display Give Away Item Form

*Due – One Week Prior to Event*

Company: \_\_\_\_\_  
Display Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

On Site Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please describe in detail the item(s) you are requesting to distribute including literature, food, non-food, etc. Reminder – ALL ITEMS REQUIRE APPROVAL PRIOR TO EVENT

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By signing below, I acknowledge, agree, and accept that I am forbidden to sell or give away and merchandise item without written approvals from Speedway Motorsports

**Refer to Giveaway Guidelines for specific details to Permitted or Restricted Items**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
*Must be signed to validate contract*

Merchandise Giveaways are not considered approved until SMI Properties & Track Sales Department sign this form. You may receive a copy for your files upon request.

Approved

\_\_\_\_\_  
SMI Properties Representative

Date: \_\_\_\_\_

\_\_\_\_\_  
Track Sales Representative

Date: \_\_\_\_\_

## IMPORTANT PHONE NUMBERS

### EMERGENCY

Call 911

### AIRPORTS

Tri Cities Regional Airport (TRI)	Blountville, TN	(423) 325-6000
McGhee Tyson Airport (TYS)	Knoxville, TN	(865) 342-3000
Asheville Regional Airport (AVL)	Asheville, NC	(828) 684-2226

### DECOR

Southern Race Day Promotions	Nelda Neal	(770) 979-4238
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### FOOD & BEVERAGE

Levy Restaurants	Oberdan Congello	(423) 990-2349
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### FLORIST

Food City (Bristol, VA)	Tammy Russell	(276) 466-2330
Food City (Bristol, TN)	Lindsey Spurlock	(423) 968-2828
Misty's Florist and Greenhouse	David Pickel	(423) 764-1077

### GENERATORS, LIGHT TOWERS, FORKLIFTS

Sunbelt Rentals	David Wroblewski	(865) 242-8639
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### GOLF CART PERMITS (PRIOR APPROVAL MUST BE OBTAINED)

SMI Properties	Christina Claudio	(704) 454-1619
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### P.A. SYSTEMS

Spectrum Sound	Zeb Chamlee	(615) 975-7921
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### PORT-O-LETS

A & S Sanitation	TJ@swsanitation.com	(276) 988-8110
	Freda@swsanitation.com	

### SECURITY – **CALL AHEAD TO SCHEDULE SECURITY – DEADLINE April 1st**

Bristol Motor Speedway	Dede Hash	(423) 963-9801
Sullivan County Sheriff's Dept.	Andy Seabolt	(423) 335-2142

### STAFFING

Snelling Staffing Services	Tammy Ward	(423) 232-6266
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### TENTS, TABLES, CHAIRS

Chair and Equipment Rentals	Mark Miller	(252) 442-6013
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### VENDOR LICENSE (if applicable)

Sullivan County	Cost: \$57.00	(423) 323-6435
City of Bristol	Cost: \$57.00	(423) 989-5543



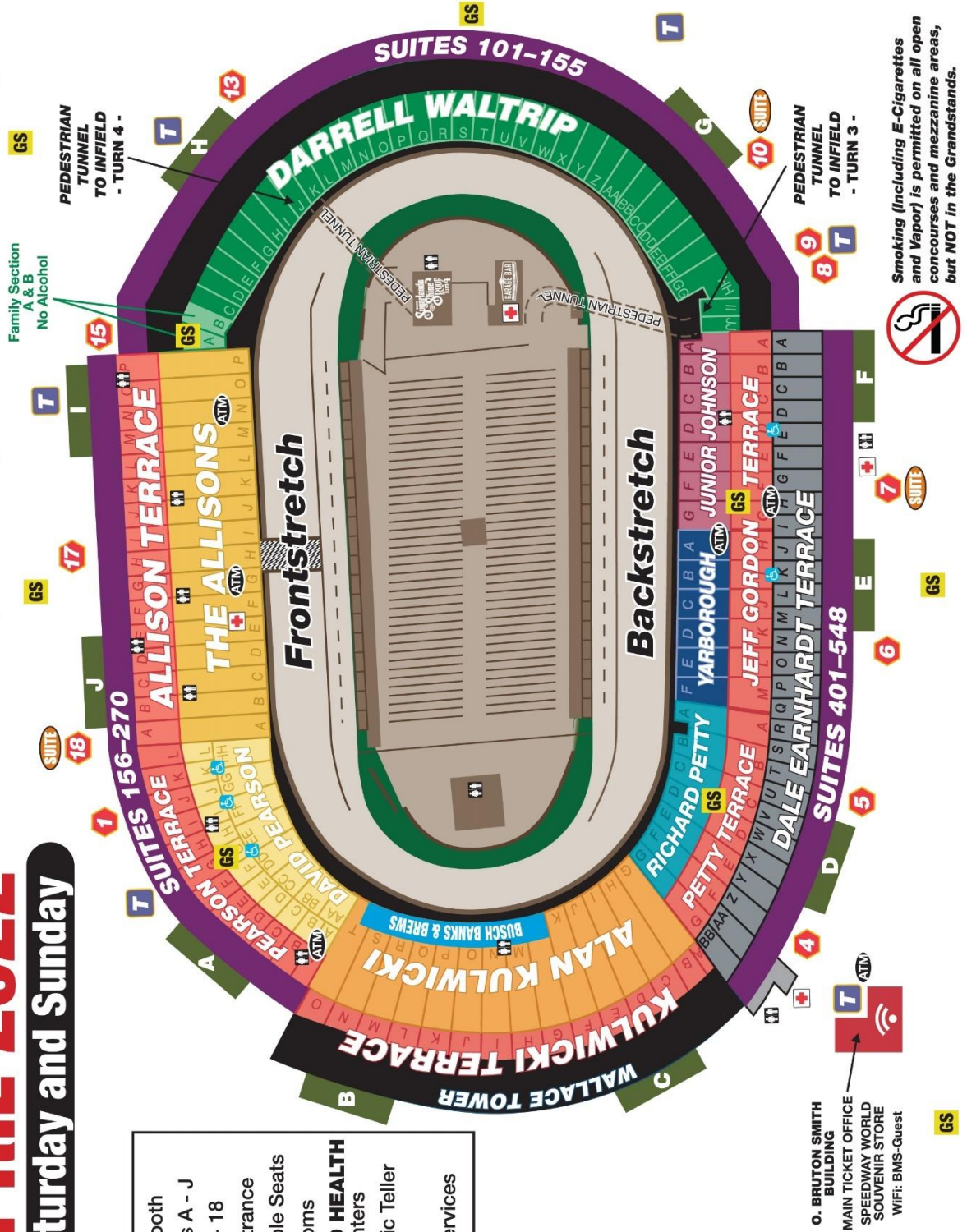


# APRIL 2022

## Saturday and Sunday

**Sections in BLACK are CLOSED for Truck and Cup Races.**  
 Darrell Waltrip - Rows 49 and up Closed. Kulwicki Terrace - Rows 11 and up Closed.

	Ticket Booth
	Elevators A - J
	Gates 1 - 18
	Suite Entrance
	Accessible Seats
	Rest Rooms
	<b>BALLAD HEALTH</b> Care Centers
	Automatic Teller Machine
	Guest Services



[illegible]

## YELLOW LINE

- |          |   |          |
|----------|---|----------|
| <b>4</b> | Merchandise Midway<br>Hospitality Village<br>Dragway Campgrounds<br>Orange Bridge<br>Dragway Entrance - Highway 394   | <b>3</b> |
| <b>5</b> | Gate 13<br>Waltrip Grandstand<br>All-American and Red Barn Campgrounds<br>Red Bridge  |          |
| <b>6</b> | Gates 5, 6, 7, 8 and 9<br>Earnhardt, Gordon, Johnson,<br>Petty, Waltrip and Yarborough Grandstands<br>Bruton Smith Building-Speedway Offices<br>Main Ticket Office<br>Speedway World (Souvenir Store)<br>Fan Zone |          |
| <b>7</b> | Gates 8, 9, 10 and 11<br>Waltrip Grandstands<br>South Building<br>Garage Entrance<br>NASCAR and BMS Credentials<br>South Entrance - Highway 11-E  | <b>2</b> |



# Bristol Motor Speedway Parking and Camping Map

**BMS Owned Or Operated Camping**

**BMS Owned Or Operated Parking**

