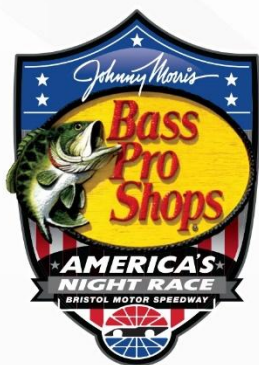


# PLAYOFFS

## FAN ZONE & ENGAGEMENT GUIDE





Welcome to Bristol Motor Speedway!

We appreciate your attendance at our events and value your partnership.

Your satisfaction is our top priority, and we are committed to providing you with an exceptional race weekend experience. Please don't hesitate to reach out if there's anything we can do to assist you and your team before, during, or after UNOH 200 presented by Ohio Logistics, Bush's Beans 200, Food City 300, and Bass Pro Shops Night Race weekend.

This packet contains important information regarding Fan Engagement. Please review it carefully and share it with any team members involved in your display throughout race weekend. Once all included forms have been completed, kindly email them to my attention no later than September 1, 2025.

If you have any questions not covered in this packet, feel free to contact me or your Account Executive for further assistance.

Sincerely,  
Anthony Golden  
Director of Corporate Events & Sales  
423-989-6956 Office  
423-963-4893 Cell  
[anthony@bristolmotorspeedway.com](mailto:anthony@bristolmotorspeedway.com)



## 2025 Bass Pro Shops Night Race Fan Zone Set-up Information

- **General event information:**

September 11-13, 2025

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, LLC on the certificate.

Minimum of \$5 million coverage is required. Copy of Insurance must be received by September 1, 2025. 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):**

Thursday, September 11 12:00 p.m.

Friday, September 12 12:00 p.m.

Saturday, September 13 12:00 p.m.

- **Set-up:**

➤ Sunday, September 7: Noon – 5:00 pm

Monday, September 8: 7:00 am – 5:00 pm

Tuesday, September 9: 7:00 am – 5:00 pm

Wednesday, September 10: 7:00 am – 5:00 pm

- **Breakdown:**

➤ Saturday, September 13: 8pm – End of Stage 2

Sunday, September 14: 7:00am – 5:00pm

Monday, September 15: 7:00am – 5:00pm

**NO set-ups will be allowed on Event days (September 11-13, unless pre-approved by the VP of Sales or through Anthony Golden. (This includes radio remotes.)** Breakdown time is Saturday, September 13 (after traffic has cleared). If you choose to leave after the NASCAR Cup Series race begins on Saturday, you must vacate the display lot by the end of stage 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 zone 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:**

- Please refer to the separate attachment for Giveaway Guidelines. You may also view those guidelines at <https://www.smiproperties.com/documents/smip-giveaway-guidelines.pdf>
- 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 for this service. Please contact Stacey Bobo at [asmobilerestrooms@gmail.com](mailto:asmobilerestrooms@gmail.com) or (276) 299-1492 as 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 September 1, 2025.
- BMS does not provide generators or electricity – 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 Entrance #2 located on Hwy 11-E. 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 Thursday, Friday, and Saturday. Each display vendor will receive (1) parking pass located in the North Premium 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.**

Thank you for cooperation, I look forward to seeing everyone and to a great weekend of racing at Bristol Motor Speedway.

Anthony Golden  
 Director of Corporate Events & Sales  
 423-989-6956 - Office  
[anthony@bristolmotorspeedway.com](mailto:anthony@bristolmotorspeedway.com)

## Fan Engagement Client Information:

Please fill out the following information. Please email to my attention by September 1, 2025 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: \_\_\_\_\_

Mark the day you will begin your activation: Thursday \_\_\_\_\_ Friday \_\_\_\_\_ Saturday \_\_\_\_\_

Additional Notes or Comments:

\_\_\_\_\_  
\_\_\_\_\_

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 September 1, 2025.  
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  XXXXXXXXXXXXXXXXXXXXXXXXXX	CONTACT NAME:	
	PHONE (A/C, No, Ext):	FAX (A/C, No):
INSURED  XXXXXXXXXXXXXXXXXXXXXXXXXX	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A : XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
	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	ADDL 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		XXXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	EACH OCCURRENCE	\$ 5,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 300,000
							MED EXP (Any one person)	\$ NONE
							PERSONAL & ADV INJURY	\$ 5,000,000
							GENERAL AGGREGATE	\$ NONE
							PRODUCTS - COMPI/OP AGG	\$ 5,000,000
								\$
A	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			XXXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	COMBINED SINGLE LIMIT (Ea accident)	\$ 5,000,000
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	<b>UMBRELLA LIAB</b> <b>EXCESS LIAB</b>  DED RETENTION \$	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE					EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
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	<input type="checkbox"/> Y/N	N/A	XXXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS 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: Marty Denton	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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## 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

### FOOD & BEVERAGE

Levy Restaurants	Dawn Kuhbander	(423) 579-6437
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### FLORIST

Food City, Volunteer Parkway, Bristol, TN - Ashley Watts	(423) 968-2828
Food City, Bonham Road, Bristol, VA – Tori Cromer	(276) 669-2009
Plant Palace, 123 N Main Ave, Erwin, TN	(276) 743-3301

### GENERATORS, LIGHT TOWERS, FORKLIFTS

Sunbelt Rentals	Joe McKinney	(423) 330-4484
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### GOLF CART PERMITS (PRIOR APPROVAL MUST BE OBTAINED)

SMI Properties	<a href="http://www.smiproperties.com/golfcarts">www.smiproperties.com/golfcarts</a>
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### P.A. SYSTEMS

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

A & S Sanitation	Stacey Bobo	(276) 299-1492
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### SECURITY – **CALL AHEAD TO SCHEDULE SECURITY – DEADLINE SEPTEMBER 1st**

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

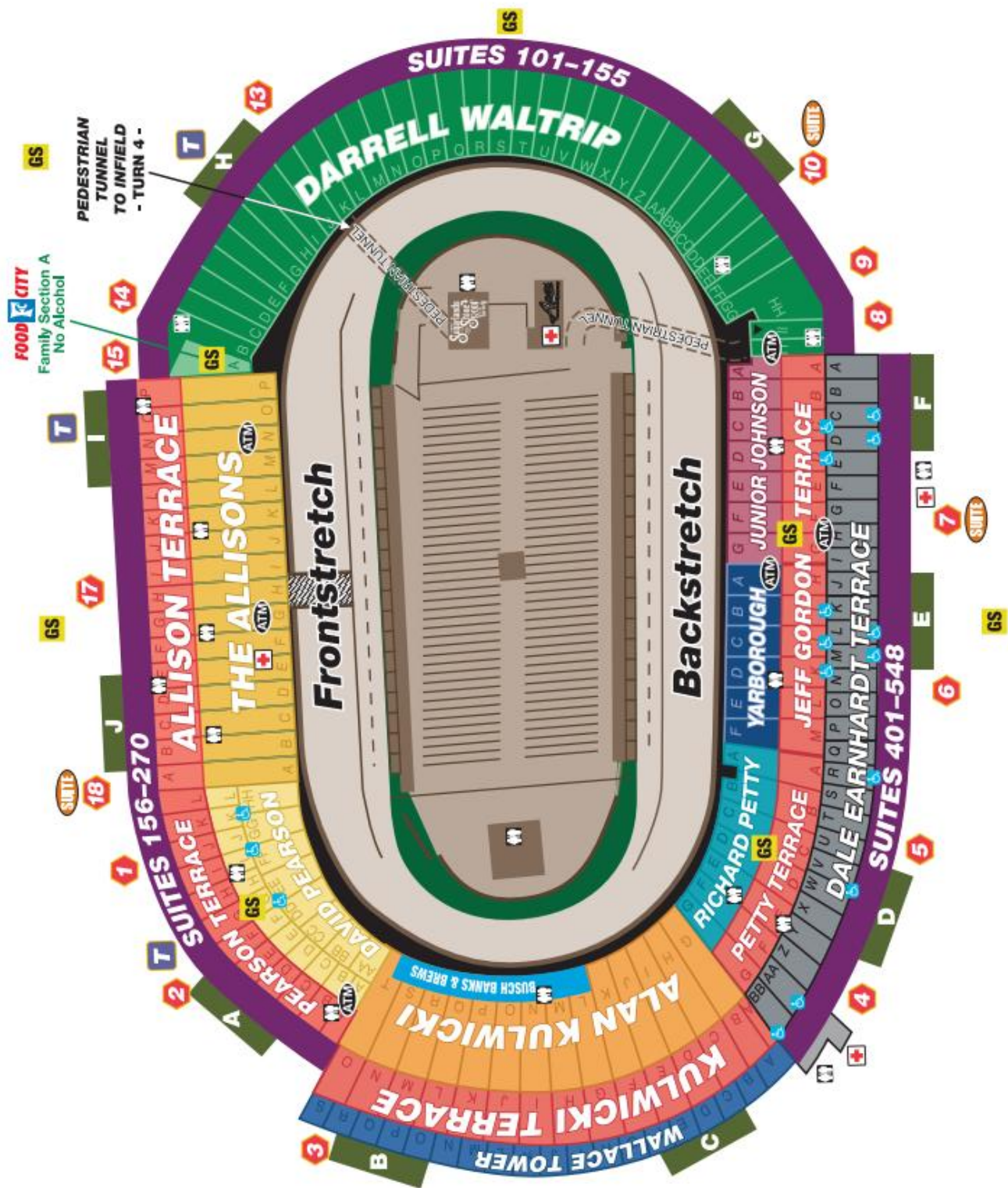
### STAFFING

Priority Placement Group	Elizabeth Baker	(423) 483-3378
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### TENTS, TABLES, CHAIRS

Chair and Equipment Rentals	Mark Miller	(252) 442-6013
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**THE LANDING 5**

**THE LANDING PARKING LOT L**

**COPPERHEAD ROAD**

**DRAGWAY CROSS OVER**

**COPPERHEAD ROAD (BOTTOM) GAS PUMPS**

**SECTION H**

**SECTION G**

**DRAGWAY GRANDSTANDS**

**DRAGWAY CAMPGROUND**

**SHOWERHOUSE**

**FINISH LINE PARKING**

**POLE POSITION CAMPGROUND**

**MEDALLION CAMPGROUND**

**DRAG TOWER**

**PURPLE BRIDGE**

**ORANGE BRIDGE**

**FAN MIDWAY**

**GREEN BRIDGE**

**HOSPITALITY VILLAGE**

**LOADING/UNLOADING TERMINAL**

**DRAGWAY ENTRANCE 3**

**COPPERHEAD ROAD 4**

**COPPERHEAD ROAD (394) FARMER BOB BRISTOL CAMPGROUND WHITETOP CREEK PARK**

**HWY 394**

**DRAGWAY ENTRANCE 3**

**SPEEDWAY PARKING AND CAMPING**

**WHITE TOP ROAD**

**HICKS CAMPGROUND**

**DAVE'S FAMILY CAMPGROUND**

**HWY 394 6**

**YELLOW BRIDGE**

**3**

**2**

**1**

**SPEEDWAY CHILDREN'S CHARITIES**

**RACEWAY MINISTRIES**

**BLUE BRIDGE**

**FAN ZONE**

**OB'S HILLSIDE TRAM**

**BRUTON SMITH BUILDING**

**HWY 11-E**

**1 NORTH ENTRANCE**

**2 SOUTH ENTRANCE**

**SOUTH BUILDING**

**CREDENTIALS**

**5**

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**1** Gates 3 and 4  
Kulwicki and Wallace Grandstands  
Earhart Campgrounds  
Fan Zone  
Blue Bridge  
North Entrance - Highway 11-E **1**

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**2** Gates 1, 2, 13, 15, 16, 17 and 18  
Allison, Kulwicki and Pearson Grandstands

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**3** Merchandise Midway  
Hospitality Village  
Dragway Campgrounds  
Orange Bridge  
Yellow Bridge  
Dragway Entrance - Hwy 394 **3**

**OBS Hillside – Service Top to Bottom**

4 Gates 13, 15, 16, 17 and 18  
Allison and Waltrip Grandstands  
Merchandise Midway  
Hospitality Village  
Dragway Campgrounds  
Orange Bridge  
Dragway Entrance - Highway 394 3

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5 Gate 13  
Waltrip Grandstand  
All-American and Red Barn Campgrounds  
Red Bridge

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6 Gates 5, 6, 7, 8 and 9  
Earnhardt, Gordon, Johnson,  
Petty, Waltrip and Yarborough Grandstands  
Bruton Smith Building-Speedway Offices  
Main Ticket Office  
Speedway World (Souvenir Store)  
Fan Zone

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7 Gates 8, 9, 10 and 11  
Waltrip Grandstands  
South Building  
Garage Entrance  
NASCAR and BMS Credentials  
South Entrance - Highway 11-E 2