

WORLD OF
OUTLAWS
THE GREATEST
SHOW ON DIRT



2022 PARTNERSHIP OPPORTUNITY



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EVENT OVERVIEW

DIRTcar Nationals

February 7 – February 19, 2022

World of Outlaws/Super DIRTcar Series

Volusia Speedway Park

DIRTcar Racing – By The Numbers

Partnership Opportunities

Event Promotion

Reach Your Goals





DIRTCAR NATIONALS

February 7-19, 2022

Volusia Speedway Park is home to the annual DIRTcar Nationals, the traditional season-opener to the dirt track racing season for competitors and enthusiasts from across the country. All four categories of DIRTcar competition – Sprint Car, Late Model, Big Block Modifieds, and Modifieds – compete over 12 nights for honors and a share of the \$400,000 purse.

<u>Date</u>	<u>Category</u>	<u>Category</u>
Monday, Feb. 7	DIRTcar Modifieds	Sprint Cars (practice only)
Tuesday, Feb. 8	Sprint Cars	DIRTcar Modifieds
Wednesday, Feb. 9	Sprint Cars	DIRTcar Modifieds
Thursday, Feb. 10	World of Outlaws Sprint Cars	DIRTcar Modifieds
Friday, Feb. 11	World of Outlaws Sprint Cars	DIRTcar Modifieds
Saturday, Feb. 12	World of Outlaws Sprint Cars	DIRTcar Modifieds
Monday, Feb. 14	Non-wing Sprint Cars/ Late Models	Super DIRTcar Series
Tuesday, Feb. 15	Non-wing Sprint Cars/ Late Models	Super DIRTcar Series
Wednesday, Feb. 16	World of Outlaws Late Models	Super DIRTcar Series
Thursday, Feb. 17	World of Outlaws Late Models	Super DIRTcar Series
Friday, Feb. 18	World of Outlaws Late Models	Super DIRTcar Series
Saturday, Feb. 19	World of Outlaws Late Models	Super DIRTcar Series

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DIRTcar
RACING

VOLUSIA
SPEEDWAY PARK
BARBERVILLE FL

WORLD OF OUTLAWS SUPER DIRTcar SERIES

The annual DIRTcar Nationals is unique in that it is the only dirt track racing event each year to showcase all four divisions of competition that comprise the World of Outlaws/World Racing Group series. Over 12 nights fans from across North America will cheer their heroes in Sprint Cars, Late Models, Big Block Modifieds, and DIRTcar Modifieds.



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DIRTcar
RACING

VOLUSIA
SPEEDWAY PARK
BARBERVILLE FL

VOLUSIA SPEEDWAY PARK

The South's Finest, Fastest,
and Friendliest Half-Mile race track!

Track Length: 0.500-mile

Surface: Clay

Track Width: 75-feet

Banking:

- Straightaways: 7-degrees
- Turns: 10-degrees

Seating Capacity: 10,000

Location: 15 miles west of Daytona Beach, Florida

Address:

1500 East State Road 40

DeLeon Springs, FL 32130

Tel. 386-985-4402

Website: volusiaspeedwaypark.com

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DIRTcar
RACING

VOLUSIA
SPEEDWAY PARK
BARBERVILLE, FL

DIRTCAR RACING BY THE NUMBERS

1.5M+ live WoO/DIRTcar attendance annually

Five consecutive years of audience growth

5,000+ DIRTcar-sanctioned events across North America

Many speedways in B,C, and D markets where professional sports often do not exist

30M dirt-track racing fans in North America

51% of fans between 25-54

88% male; 12% female

More than 90% of fans buy sponsors' products

Dirt tracks located in 49 states

Covering 90% of North America

1.3M in attendance every weekend

80,000 unique competitors

DIRTcar sanctions 13 different race car categories

Digital Ecosystem

250,000 email database

1M social media fans/follows

3M website visitors

22M website impressions

400M digital impressions



PARTNERSHIP OPPORTUNITIES

Sponsorship platform

The annual DIRTcar Nationals provides partners with a professional and comprehensive motorsports marketing platform that increases brand awareness and a direct relationship with race fans and teams to create incremental sales and opportunities.

WRG commitment

- Experienced marketing team committed to creating emotional connection to fans
- Brand-integrated entertainment and competition
- Unapparelled race driver accessibility
- Increased awareness of brand through advertising association and pr/media
- Opportunities at auxiliary locations and events
- Reward clients and associates

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EVENT PROMOTION

Sponsorship opportunities and levels

- Sponsorship
- Official and Exclusivity
- Event title
- Presenting
- Competition categories
- Media Center
- Jumbotron advertising
- Billboards and banners
- PA announcements
- Souvenir Program ads
- Website inclusion
- Press and publicity
- DIRTVision
- In-event advertising
- Pre- and Post-Race Show
- Group Ticket Packages
- VIP Ticket Packages
- Hospitality Suites
- At-track display
- Static: one-on-one fan interaction
- Collateral giveaways
- In-store promotion
- Tickets
- Driver appearances and race car display
- giveaways

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Reach your goals **every lap**

For more information and customized packaging contact:

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