



2021 Partnership Opportunity



# Overview

- What is DIRTcar Nationals?
- What is the World of Outlaws and Super DIRTcar Series?
- Volusia Speedway Park
- DIRTcar Racing – “By the Numbers”
- Strategic Objective and Partnership Rationale
- Event Promotion/Opportunity
- Contact Information



# What is the DIRTcar Nationals?

The DIRTcar Racing season kicks-off with the highly anticipated 50th Annual DIRTcar Nationals, February 2-13 at Volusia Speedway Park. Over the nearly two-week stretch, you'll see the UMP DIRTcar Modifieds, All Star Circuit of Champions Sprint Cars, World of Outlaws NOS Energy Drink Sprint Cars, DIRTcar Late Models, Super DIRTcar Series and the World of Outlaws Morton Buildings Late Models. The UMP Modifieds and All Star Sprints kick off the event, as they headline February 2-4 at the half-mile. The World of Outlaws Sprint Car Series invades February 5-7 as they get their 42nd season underway in the Sunshine state. The DIRTcar Late Models will be in action February 8-9. The Super DIRTcar Series will roll into town on Tuesday as well to share the spotlight. The Big-Blocks will be a part of the show February 9-13, closing out the two-week jaunt. The World of Outlaws Late Models will join the Super DIRTcar Series on February 10-13, wrapping up the DIRTcar Nationals. Want to be a part of some of the most exciting events in dirt track racing? It's 12 straight nights featuring dirt racing's biggest names from all disciplines of the sport and all corners of the United States and Canada. Every night is a full two-division doubleheader!

***[www.dirtcarnationals.com](http://www.dirtcarnationals.com)***

# What is the World of Outlaws (WoO) and Super DIRTcar Series?

The **World of Outlaws NOS Energy Drink Sprint Car Series** is the premier sanctioning body for Sprint Car racing in the world. The combination of their weight, wings and 410-cubic inch engine make them the fastest and Greatest Show on Dirt. The **World of Outlaws Morton Buildings Late Model Series** is the nation's premier traveling tour for Late Model stocks cars. These full-bodied, purpose-built, 800-horsepower race cars make every night a shootout. The **Super DIRTcar Series** remains the premier Big-Block Modified tour in the Northeast. These open-wheel, 800-horsepower, ground-pounding modifieds continue to showcase some of the most talented drivers and race teams in the nation today.



# Volusia Speedway Park

*“The South’s Finest, Fastest and Friendliest Half-Mile”*

- Track Length: ½ mile
- Surface: Clay
- Track Width: 75 feet
- Banking
  - Straightaway: 7 degrees
  - Turns: 10 degrees
- Capacity: 10,000
- Location: 15 miles West of Daytona Beach



**1500 E. State Rd. 40**  
**DeLeon Springs, FL 32130**  
**Office: 386.985.4402**  
**Fax: 386.985.6258**  
**[www.thevolusiaspeedway.com](http://www.thevolusiaspeedway.com)**

# DIRTcar Racing – “By the Numbers”

- \$1 billion industry\*
- 30 million fans
  - 72% of fans the ages of 25-54
  - 55% of fans income between \$25-\$54K
  - 58% Male and 42% female
- Dirt tracks located in 49 states, covering 90% of the U.S.
- 1.3 million in attendance every weekend
- 80,000 unique competitors
- DIRTcar sanctions 13 different car classes
- 96% fans buy sponsor’s products



\*CNN report \*\*Joyce-Julius 2009

# Strategic Objective and Partnership Rationale

## Objective

- DIRTcar Nationals objective for 2021 and beyond is to provide partners with a professional and comprehensive motorsports marketing platform that will increase brand awareness, cultivate a direct relationship with DIRTcar Racing fans and create incremental sales through unique sponsorship opportunities and assets beyond the events and racing facilities

## Rationale

- Led by an aggressive and committed team that creates emotional connections with the fans
- Provides brand-integrated entertainment and competition
- Un-paralleled driver accessibility
- Increasing awareness of your brand through an advertising association and significant PR /media exposure
- Opportunities at auxiliary locations and events
- Rallying point for clients and associates assisting in overall sales

# Event Promotion/Opportunity

- Sponsorship
  - Presenting
  - Division
  - Event
  - Official Status and exclusivity
- Program ads
- Website inclusion
- Press and Publicity
- In-store Promotion
  - Tickets
  - Honorary Starter
  - Pace Car Rides
- In-store event
  - Driver autographs & car display
  - Giveaways
- Group Ticket Packages
- Hospitality Suite
  - Includes food, beverages and pit passes
- Branding
  - Billboards and banners
  - Event Merchandise
  - Merchandise distribution
  - Jumbotron billboard
  - Jumbotron advertising (:30 sec)
- Display
  - Static: One-on-One fan interaction
  - Collateral giveaways
- PA Announcements
  - Retail/Branding message
- Victory Lane Presentation

# ***“Reach your goals every lap!!!”***

**FOR MORE INFORMATION AND CUSTOMIZED PACKAGING PLEASE CONTACT:**

Jeff Hachmann at 315.283.3367 or [jhachmann@dirtdcar.com](mailto:jhachmann@dirtdcar.com)

