



PARTNERSHIP INFORMATION





ABOUT BOWMAN GRAY STADIUM RACING

Built in 1937, Bowman Gray Stadium, a quarter-mile short track, holds a special place in NASCAR history as the longest-running weekly racetrack. The racetrack hosted 29 NASCAR Grand National, now NASCAR Cup Series, races from 1958 to 1971 and hosted several East Series races from 2011 to 2015. The Cup Series returned in 2025 with the Cook Out Clash for the first time since 1971. In 2027, the NASCAR Truck Series will make their debut at The Madhouse.

The NASCAR Local Racing Series is the star of our show, featuring four competitive divisions and side show races throughout each summer. Thousands of race fans flock to Bowman Gray Stadium to see their favorite everyday hero attempt to etch their name in the history book at this famed quarter mile.





2026 SOCIAL MEDIA ANALYTICS

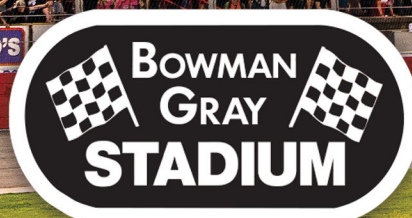
12.5M
IMPRESSIONS

17,000
NEW FOLLOWERS

5.8M
REACH

649K
ENGAGEMENTS

5.2%
ENGAGEMENT RATE





2026 ATTENDANCE ANALYTICS

200K
TOTAL
ATTENDANCE

***approximate**

13K
AVERAGE
ATTENDANCE

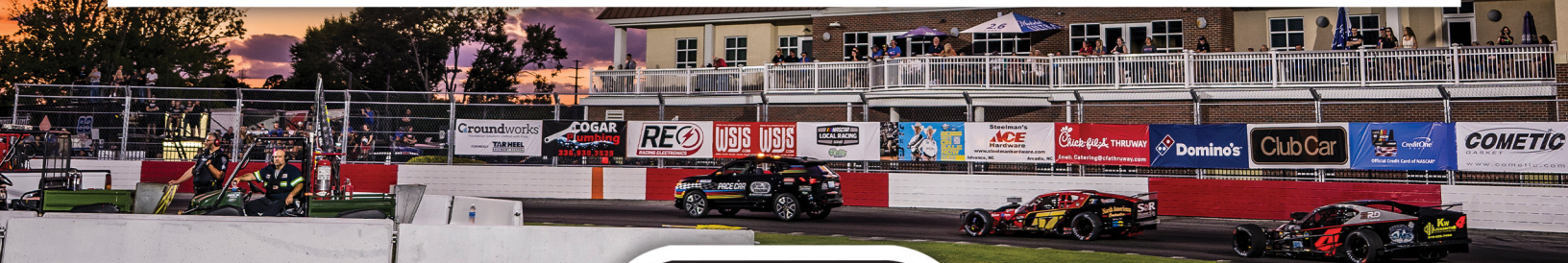
***approximate**





PARTNERSHIP OVERVIEW

Bowman Gray Stadium Racing offers premier sponsorship opportunities designed to connect your brand with passionate motorsports fans across the region. With a loyal audience, community-driven excitement, and multi-platform exposure, your investment guarantees strong visibility and engagement throughout the 2027 racing season.





WEEKLY PROGRAM AD & PA ANNOUNCEMENTS

Gain consistent brand recognition throughout the racing season with placement in our weekly program and PA mentions at each event.

- Full-Page Ad
- Half-Page Ad
- Third-Page Ad
- Quarter-Page Ad

Approximately 700 programs printed and sold weekly. This package offers a long shelf life for ongoing exposure. We also provide an opportunity for weekly Fan Prizes through the NASCAR Hall of Fame Lucky Numbers giveaway, among other opportunities

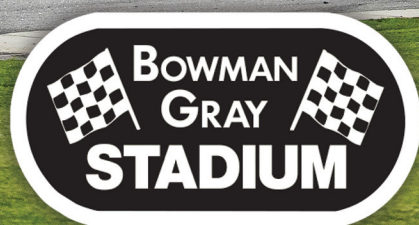


DRIVER SPECIAL AWARDS

Celebrate racing excellence by sponsoring a custom award for drivers throughout the season.

Assets Include:

- 1/4 Page Ad in program each week
- Weekly PA Announcement
- \$200-\$1,000 award presented to driver
- Pre-Season promotion to drivers
- On-Track Presentation with display check
- Listing on official BGS website with link
- Complimentary admission tickets





ASSOCIATE SPONSORSHIP

A powerful mid-tier opportunity offering exposure both on and off the track.

Assets Include:

- 1/4 Page Ad in program each week
- Weekly PA Announcement
- Two Retaining Wall Signs
- \$200-\$1,000 driver award
- Pre-Season promotion to drivers
- On-Track Presentation with display check
- Listing on official BGS website with link
- Complimentary admission tickets
- Additional 1/3 Page Ad on designated sponsorship night
- Right to display or parade company vehicles trackside
- Right to distribute marketing materials trackside





PRIMARY SPONSORSHIP

The ultimate platform for brand exposure, combining all associate-level benefits with exclusive event-night visibility as the presenting sponsor.

Assets Include:

- All associate partnership elements
- Front Cover of the event program with feature content
- Winner's Circle center spread coverage the week before and after your event
 - Logo on Winner's Circle Stage
 - LED Matrix Scoreboard advertising
 - TV, Radio & Newspaper Promotion
 - Social Media Promotion
- Homepage placement on official BGS Website
 - Logo on Winner's Trophies
- Pre-Race Activities and Opportunities for branded fan engagement
 - Air-Conditioned Suite, Reserved Parking and Pit Tours
- Pace Car Rides, Waving Green Flag, Drivers Start Your Engines
 - Complimentary admission tickets for guests





ADDITIONAL OPPORTUNITIES

Enhance your sponsorship with add-ons to drive fan interaction and community engagement.

- LED Matrix Scoreboard Graphics & Promotions
 - Concourse or Fan-Zone Displays
 - Fan Prize Giveaways (\$500 - \$4,000 Value)
- Employee Night (Included with Primary Sponsorship)
 - Traffic-Driving In-Store Contests
 - Couponing & Cross-Promotional Campaigns





PARTNER WITH A RACING LEGACY

Align your brand with the excitement, tradition, and passion of Bowman Gray Stadium Racing. Where every lap connects your business to thousands of fans each week.

Partnerships can be customized to meet your marketing goals and budgets.

Have questions? Please do not hesitate to contact us for further discussions!

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