

# FLAT ROCK SPEEDWAY TOLEDO SPEEDWAY 2025 SPORTS MARKETING DECK





# **FLAT ROCK SPEEDWAY**

Flat Rock Speedway is Metro Detroit's only weekly racing facility.

Flat Rock Speedway begins its season in late April and races weekly until Labor Day. At Flat Rock Speedway, we focus on creating a family friendly entertainment environment for our fans.

We also emphasize developing creative and unique partnerships that focus on the specific goals of our partners.

Flat Rock Speedway hosts a variety of events that include Nationally-recognized racing events such as the ARCA Menards Series East, one of the longest-running figure-8 racing series in the country, our two premiere Late Model races - the Stan Yee 150 and the Joy Fair 100, as well as 8 consecutive sell outs of our School Bus Figure 8 races.



# **TOLEDO** **SPEEDWAY**

Toledo Speedway is the racing gem of Northwest Ohio, and a proud member of Toledo's sports scene.

It is a destination for tens of thousands of race fans each year!

At Toledo Speedway we focus on creating a family friendly entertainment environment for our fans. We also emphasize developing creative and unique partnerships that focus on the specific goals of our partners.

Toledo Speedway hosts major racing events with large sanctioning series. The NASCAR-owned ARCA Menards Series, the ASA STARS National tour, the Indianapolis-based 500 Sprint Car Tour, and the historic USAC Silver Crown series all compete at the Toledo Speedway. SCHOOL BUS FIGURE 8



# OVERVIEW

# 24

**2024 NASCAR  
CUP SERIES  
DRIVERS HAVE  
RACED AT TOLEDO  
OR FLAT ROCK**

# 12

**REGIONAL AND  
NATIONAL  
TOURING SERIES  
RACED IN 2024**

# 32

**STATES AND  
PROVINCES  
REPRESENTED BY  
300+  
DRIVERS IN 2024**

KYLE LARSON - CHRIS BUESCHER  
BRAD KESELOWSKI - KYLE BUSCH  
MICHAEL MCDOWELL  
RICKY STENHOUSE JR  
TY GIBBS - ALEX BOWMAN  
JUSTIN HALEY - ERIK JONES  
TODD GILLILAND - CHASE BRISCOE  
HARRISON BURTON  
NOAH GRAGSON - JJ YELEY  
RILEY HERBST - ZANE SMITH  
CHANDLER SMITH - GRANT ENFINGER  
CARSON HOCEVAR - DAVID RAGAN  
PARKER RETZLAFF - DEREK KRAUS

ARCA Menards Series East  
ARCA Menards Series  
ASA STARS National Tour  
Great Lakes Legends Series  
Midwest Modifieds Tour  
Midwest Classic Racers  
500 Sprint Car Tour  
USAC Silver Crown  
Ohio Wheelman Series  
National Compact Touring Series  
Vores Compact Touring Series  
CRA JEGS All-Star Tour  
305 Supermodifieds Tour



**FOUR COUNTRIES  
(US, CANADA, MEXICO, S. AFRICA)**

## RACES AS SEEN ON:



**AND MORE!**

# WHEN AND WHERE WE RACE



Flat Rock Speedway will race in a weekly racing program all summer long in 2025, featuring local divisions alongside some big-time regional and national touring series.

**RACING SEASON:  
APRIL-AUGUST**



Toledo Speedway will host special events throughout the summer-time and into fall, with national touring series headlining the upcoming races in 2025 alongside local divisions.

**RACING SEASON:  
APRIL-OCTOBER**

**FAMILY ENTERTAINMENT VALUE** at Toledo and Flat Rock Speedway is a pride point with affordable pricing for both adults and children. Concession pricing at both venues is fan-friendly.



# 2024 SOCIAL MEDIA ANALYTICS

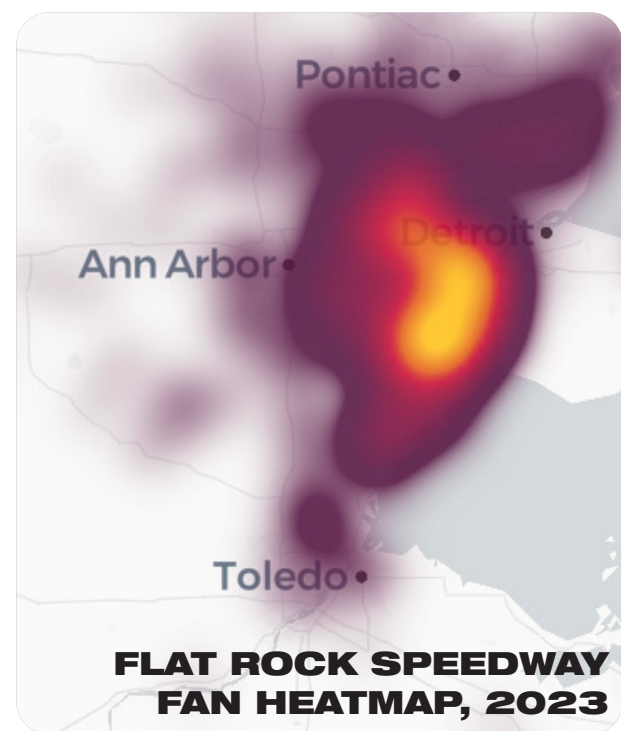
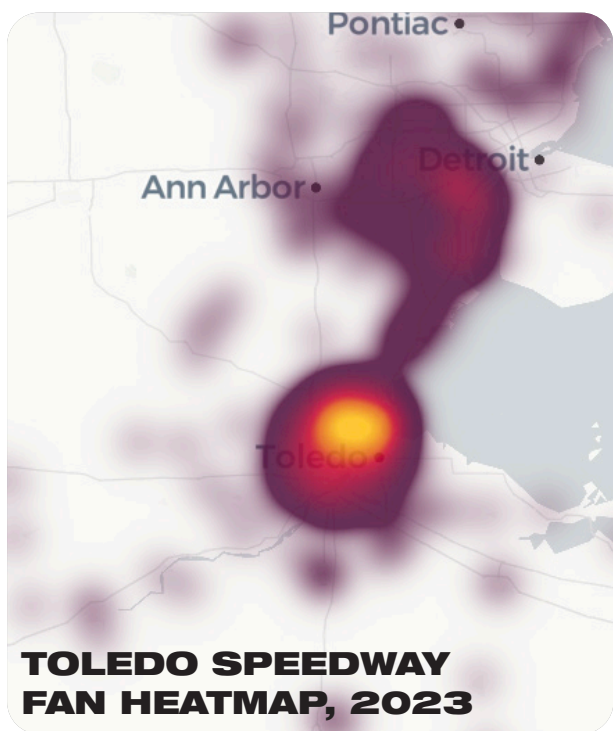
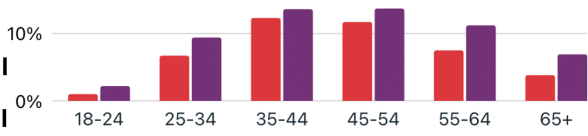
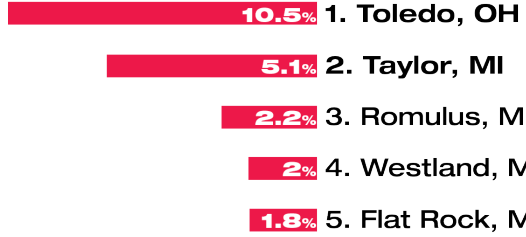
Reach **1,184,283**

**174,621**  
Profile Visits  
+8.8% YOY

**22,211**  
Followers  
+19.1% YOY

**3.7%**  
Link Clicks per Viewer  
(Organic Click Through Rate)

## Top Locations





**80%**

**Of customers indicated they are more likely to do business with a company if it offers personalized experiences.**

(Epsilon, 2018)

**1,242,481**

FLATROCKSPEEDWAY.COM VIEWS, 2023\*

\* - (1/1/24-10/24/24)

**742,909**

TOLEDOSPEEDWAY.COM VIEWS, 2024\*

\* - (1/1/24-10/24/24)

# PARTNERSHIP OPPORTUNITIES



Flat Rock and Toledo Speedways provide corporate partners a unique opportunity to be a part of a fast-paced partnership with a national racing brand.

With events nearly every weekend over the summer, each event poses a new opportunity to get in front of a new audience, with an unparalleled diversity of shows to make every race day an action-packed experience.

The possibilities are endless. There are a multitude of ways to get creative and reach your audience in a new way, or potentially treat your team to a once-in-a-lifetime event.

# ENGAGEMENT

## ACTIVATIONS



## CONCESSIONS



## DIGITAL

**Real Deal Rewards**  
**FATHERS DAY SPECIAL**

**TOLEDO SPEEDWAY**  
**JUNE 18TH**

**SCAN ME!**

**REGISTER!  
SAVE 6¢  
PER GALLON!**

**TAKE YOUR DAD  
TO THE RACES!**

**Toledo and Flat Rock Speedways**  
Published by Liam Kye Morast · June 5

StopandGoStores, brand new partner at Toledo Speedway, is looking to help you SAVE with Real Deal Rewards.

Register and Save 6¢ per Gallon Every Day on Fuel. Click below or scan the QR code to learn more!

<https://www.stopandgostores.com/realdealrewards>

#ad

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# EXPERIENCES

GROUP TICKET PACKAGES

STARTING AT JUST \$10/TICKET FOR 20 TICKETS!



## UNRIVALED EXPERIENCES



### FLAT ROCK SPEEDWAY:

Back of grandstand banner visible from Telegraph Rd US-24

3.607 million Average Annual Road Traffic (2022)

(courtesy: MDOT Transportation Data Management Software) SEE.

- RACE NIGHT PACKAGES

- RACE DIVISION PACKAGES

## TEAM EVENTS



**VIP CORPORATE SUITES AT TOLEDO**  
START AT JUST \$750

## TENTS



# EXPOSURE

## RACE NIGHT SPONSORSHIP



- PACE CAR RIDES
- SPONSORED SEGMENTS
- TROPHY PRESENTATION
- PHOTO OPPORTUNITIES
- MEDIA EXPOSURE
- WAVE THE GREEN FLAG
- EMAIL LISTS
- ACTIVATIONS
- SOCIAL MEDIA ACTIVATIONS
- GROUP TICKETS
- PA ANNOUNCEMENTS
- AT-TRACK IMAGING

## AN UNRIVALED EXPERIENCE



**NEW! FLAG STAND SIGNAGE**



**TROPHY PRESENTATION**



**AT-TRACK ACTIVATIONS AND IMAGING**

## BOOST YOUR BRAND



# CUSTOM OPTIONS

## AUTOGRAPH ALLEY



## SOUVENIR PROGRAM



**THE POSSIBILITIES ARE ENDLESS** with creative programs and unique options through Flat Rock and Toledo Speedways.

Whatever your budget or your goals, we will work with you to create the best experience for you, your company, your clients, and your goals.

## PRIVATE TRACK RENTALS



## COMMUNICATIONS



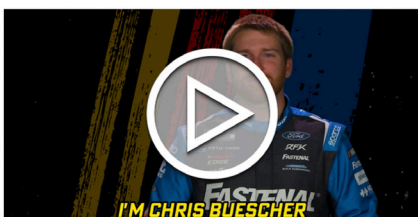
## SPONSORED SEGMENTS



## CUSTOM PROMOTIONS



## EMAIL ACTIVATIONS



## EMAIL ACTIVATIONS

## CONCESSION INTEGRATIONS



## CONCESSION ITEM INTEGRATIONS

- Company name included in media buys secured for event.
- Branding to appear in printed materials (Print Deadline 2/1/24)
- Grand Marshal to preside over the evening's festivities.
- Branded trophy with logos - presentation in victory lane ceremonies.
- Victory lane photo session, with photographs provided to sponsor.
- Complimentary ticket package for the event

+ Much more!

- Extended exposure for the whole season
- Products sold in the speedway concession stands
- Your products utilized for track concessions
- Sponsor mentions in press releases/ social media as agreed upon.
- Branding used on track concession stands for imaging
- Branding to appear in printed materials (Print Deadline 2/1/24)

+ Much more!

# LEARN MORE

## CONTACT US HERE:

**BRANDON HAMBY**  
Flat Rock Speedway / Toledo Speedway  
General Manager / Marketing Director  
[bhamby@marcumracing.com](mailto:bhamby@marcumracing.com)



FLATROCKSPEED-



TOLEDOSPEEDWAY.



# NOTES



