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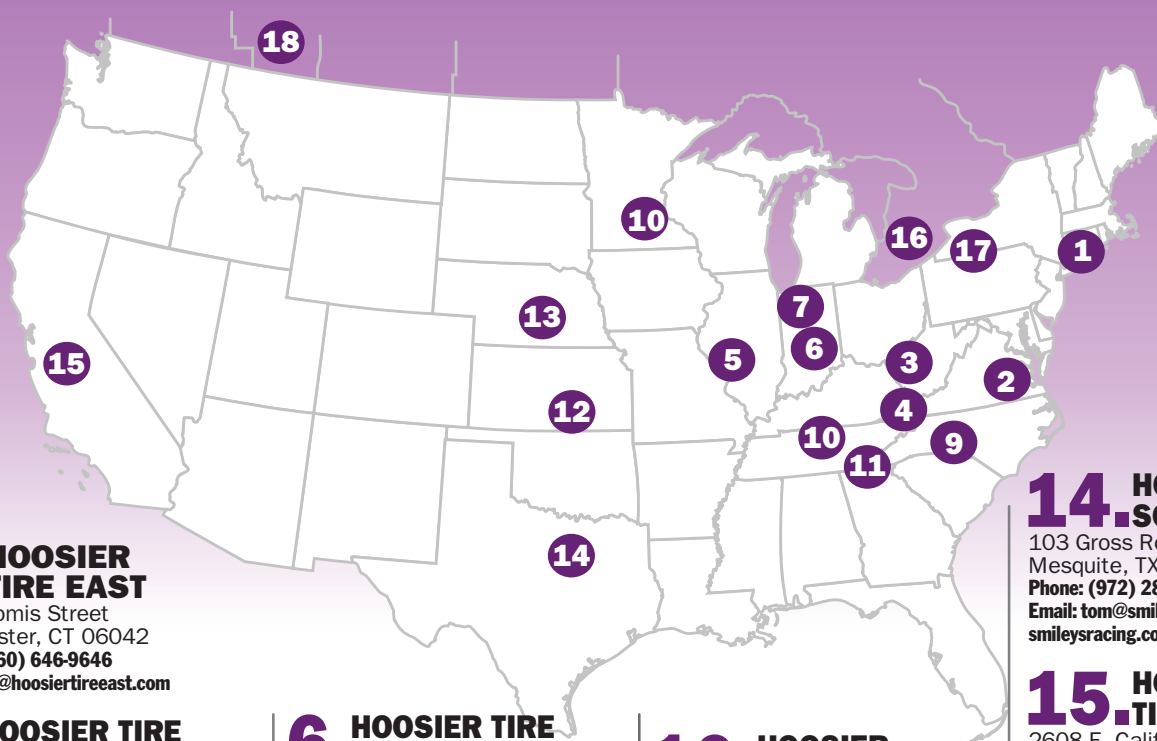
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MAILING ADDRESS:

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The Value of Relationships and the Need for New People...

Recently a conversation was taking place between myself and a close friend.

My friend was a meeting in the Midwest, I was traveling to do something that took the better part of a year to coordinate and record. It was an interview for a documentary on someone who had unfortunately passed away in a tragic accident that was a very close friend. The documentary was being filmed to preserve his legacy.

During the conversation I stated "I wish I had a clone..." something the world really doesn't need, however the desire to be two places at once was a menace in my mind. That happens a lot. It happens to all of us and in this day-and-age, it has become incredibly challenging to find people who are not only dependable, but trustworthy enough to get things done the way we want or expect them to be accomplished.

As we look at our industry it is increasingly easy to see that there are less people doing more things.

No longer is the typical promoter just promoting one track. That is a rare thing now. Most promoters are promoting multiple tracks, perhaps a Series, another business and some folks have "real jobs" in addition to their promotional positions within racing. We all seemingly take on more versus bringing in new talent to grow and build our talent pool.

That pool is slim and getting slimmer. You know exactly what I'm writing about if you have looked for help recently.

It is true that is difficult to find new and good help, but it's out there somewhere.

We as the stewards of our sport and this business have to cultivate it rather than protect it to the point where it becomes counterproductive for any of us.

There are some folks who have had unique solutions, however those unique solutions are few and far between.

When we look around the rooms that we enter, familiarity provides a good feeling, but seeing some new faces provides encouragement that the we are looking toward the future.



As we move forward I hope that we continue to do this and boast the future of the sport with new and talented folks that share our values and have their own vision for expanding the sport. The one thing we can't do this without is people and there is no value we can place on that.

In November there will be two "Newsletter" pieces going out. An RPM@Reno Western Workshops "Preview" and the Newsletter that will be similar to the "Preview".

The "Preview" will have the entire agenda and plan for the Workshops at the Silver Legacy.

We will expound on what we've learned in the past and introduce some different variety based on the availability of pertinent information. We look forward to providing this to all of you and hope that you will engage in vibrant and educational discussions to continue to move the Workshops forward.

We look forward to seeing you all soon!



GREAT MANAGERS CULTIVATE EMPLOYEES THAT WANT THEM TO SUCCEED.



As managers and stewards of the sport and our businesses, we have a responsibility to ensure there is a future by cultivating personnel that can lead us into the future. Fewer people taking on more tasks is counterproductive to health and development of our businesses future.



WHERE IT ALL BEGINS



DEC. 3RD - DEC. 5TH, 2024

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The 52nd Annual RPM@Reno Workshops will take place at the Silver Legacy as part of the "The Row" in Reno, Nevada on Tuesday, December 3; Wednesday, December 4 and Thursday, December 5. The RPM@Daytona Workshops will take place Sunday, February 9; Monday, February 10 and Tuesday, February 11, 2025 at The Shores Resort & Spa.



RPM@RENO AND RPM@DAYTONA WORKSHOPS “SET-TO-GO” WITH LOCATIONS AND REGISTRATION FOR THE 52ND ANNUAL RPM WORKSHOPS
- Registration Opens with MyRacePass Ticketing Platform for RPM@Reno Western Workshops at the Silver Legacy – part of The Row and RPM@Daytona at the Shores Resort & Spa –

The 52nd annual RPM@Reno Western Workshops and RPM@Daytona Workshops are ready for attendees and exhibitors to register and book their lodging at each event.

The RPM@Reno Western Workshops will take place for the second consecutive year at the popular Silver Legacy, which is part of “The Row” in downtown Reno, NV. The Western edition will kickoff on Tuesday, December 3rd with “the green flag” presented by MyRacePass in NOVI at the Eldorado with an opening reception and registration time. The Workshops will begin on Wednesday, December 4th and conclude on Thursday, December 5th, with attendees and exhibitors having plenty of time to reach their weekend destinations.

The hotel registration link for the Silver Legacy is as follows;
<https://book.passkey.com/event/50906779/owner/7272/>

[home?utm_campaign=295560759](https://www.myracepass.com/businesses/21560/tickets/1418790)

The credential for MyRacePass can be found here; <https://www.myracepass.com/businesses/21560/tickets/1418790>

Credentials may be purchased offline by visiting here; <https://www.promotersnewsletter.com/reno-apply-offline/>

The RPM@Daytona Workshops once again be held at The Shores Spa & Resort in Daytona Beach Shores, FL.

There will be a brief registration on Sunday, February 9, from 3:00 pm until 5:00 pm, at The Shores, followed by a Super Bowl “Watch” party in the Richard Petty ballroom beginning at 6:00 pm. The gathering is intended to be an informal “socializing” opportunity for visitors to the Workshops. The 52nd RPM@Daytona Workshops will continue beginning on Monday, February 10th and run through Tuesday, February 11th when the 48th annual Auto-Racing Promoter of the Year (ARPY) will be announced.

The hotel registration link for the Shores Spa & Resort is as follows; <https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2025-02-09&depart=2025-02-12&adult=1&child=0&group=2502RPMRAC>

The credential for MyRacePass can be found here; <https://www.myracepass.com/businesses/21560/tickets>

Credentials may be purchased offline by visiting here; <https://www.promotersnewsletter.com/daytona-apply-offline/>

The Workshops will have a stellar lineup up of speakers and presenters set for promoters who attend the annual workshops to garner ideas and continue developing and growing their businesses while having the opportunity to connect with a variety of colleagues, industry professionals and exhibitors that touch every corner of the short track racing industry.

The 52nd Annual RPM@Reno Western and RPM@Daytona Workshops stand as a “can’t miss” event for track promoters throughout North America.



“Pro Bono” Hour and “The Legal Update” - why this is so important to you...

The “Pro Bono” hour and legal sessions at the RPM Workshops are services provided by and are contributed to the Workshops from the firm of Agajanian, McFall, Weiss, Tetreault & Crisp, as well as Ronald P. Bennett and others in the past.

On average an attorney charges \$3,500 in just a retainer fee. The hourly rate varies from that point, once the “retainer fee” is used up. At RPM, twice a year, we have some of the top attorney’s in motorsports donating their time to and for you to listen, ask questions and have access to them on multiple levels to assist your business.

If you have been in the motorsports business for any amount of time you have probably had a situation occur where you required an attorney, so there should be an appreciation for the services these folks are providing to our business.

We all understand the “boredom” and “fear” that comes from the “legal language” along with a remaining factor, “it can’t happen to me...” or “my insurance provides me with....” and there are no guarantees for either.

The sessions provide topics that look at many of the angles that are dealt with from the release and waiver to things that will assist in further shielding yourself from potential challenges.

It is our jobs as “Stewards” of the industry to continue to guide the sport and these folks can help those situations to guide us away from potential problems and help us into situations that prevent other challenges from rearing their ugly heads.

The sessions that are provided by these legal experts are invaluable to the industry and more importantly, invaluable to your business. Counseling from these experts is an incredible opportunity for all of us to help, grow and prosper our business. Each Workshop it is set in front of all of us and will remain a part of the Workshop for years to come.



Paul Tetreault of Agajanian, McFall, Weiss, Tetreault & Crisp in the “Pro Bono” Hour at The Shores in Daytona at RPM in February of 2024.

NOTICE SAVE THESE DATES

52nd Annual RPM@Reno

52nd Annual RPM@Daytona Workshops

**RPM@RENO
WORKSHOPS
WED, DEC. 4 &
THURS, DEC. 5, 2024**

**RPM@DAYTONA
WORKSHOPS
MON, FEB 10 &
TUES, FEB 11, 2025**

RPM@RENO - SILVER LEGACY, RENO, NV

RPM@DAYTONA- THE SHORES RESORT, DAYTONA BEACH, FL



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Good Managers Matter!

We've all heard the saying "People don't leave companies—they leave managers" over and over and over again. It's a cliché because it's mostly true and provides an easy way to share with you about how important your managers are to your business's culture and your employee experience. But what has been found is that the phrase also understates the importance of how good managers affect your business's bottom line because of their impact on employee retention and engagement.

A good manager will deliver real returns for your business. Your managers are a vital piece in your business and the ability to hold onto your good ones will improve your business. But I believe your managers have an even greater role in employee turnover, engagement, and performance than most people realize.

1. Managers boost retention rates - Having a supportive manager will double employee retention. Having a manager who is just going through the motions, on the other hand, drops the retention rate of employees by more than half. Even if you have a manager who tries but is just too busy and not effective to fully support your staff will actually hurt your retention rates by more than 25%.

Just imagine if you could cut your turnover rate in half—how much time and money would that save you and your business? How much better would your employee morale be as well? Since many of you are currently struggling with employee retention as more than half of employees say they intend to leave their current jobs, improving your managers could help drive a lot of improvement in your business.

2. Managers drive employee engagement. Managers also have a big impact on team and employee engagement. Recent research from Gallup found that a stunning 70% of your team engagement is determined solely by your team's manager. That's right: nothing else has as significant of an impact on your employee engagement levels as their manager. Just one manager's impact can make a huge difference in your business's productivity and profits. If you want to increase employee engagement you must focus on sup-

porting manager engagement to get the best results.

3. Managers create and carry out your culture. - With out a doubt, your managers are the secret ingredient in carrying out and enforcing high-performing cultures. By enabling your team's performance (not just managing it) and providing coaching, motivation, and feedback, you will drive high levels of performance in your business.

Why Are Your Managers Struggling?

Lack of Training

Let's look at how do people become managers in the first place. In many businesses, they're individual contributors who are promoted because they're great at that role, and they're expected to jump into people management with little or no training. Almost half of managers state that they were never trained in the skills needed to be exceptional at their job.

You need to train every new manager in how to hold effective 1:1s, how to give frequent and specific feedback, how to enable performance instead of just managing it, and how to hold difficult conversations with employees, among other vital tasks. Expecting them to know instinctively how to do these complex, challenging things right off the bat is a recipe for failure.

When was the last time you invested in a training workshop for your managers or provided them with free books or resources to help them learn these impactful skills. Those investments will help your managers feel your support and by investing in them you will have higher levels of employee engagement.

The most common response coming from management level people is that they were thrown into their role and job without much training. Teaching and supporting your managers will mean helping them do what they need to do best: coaching, enabling, and supporting their people.

Managers are truly the strongest drivers of supporting your core values, performance, productivity, and profit at your business, thanks to their important impact on employee retention and engagement. If you invest in giving them more training, tools, and more of your attention, you'll have a much more effective and powerful customer and employee experience in your business.



Sponsorship Proposal Tips

It's the time of the year that many of us are approaching renewals, potential partners and even cold calling on new businesses and measuring their interest in being involved with the sport. Writing a proposal that works is a challenge, however some of these tips may be helpful with your endeavors.

Sponsorship Packages Start With What You Have to Sell
Your sponsorship package will be completely empty without a list of things to sell. These things that you sell are called "assets" and those assets are grouped together into your sponsorship proposal "inventory." Most people start the sponsorship process by creating a sponsorship proposal template based on their financial goals, full of predefined benefits, grouped into three or four levels. They then send out these templates...and hear nothing back.

Rather than creating a single sample sponsorship package and sending it to everyone you know, start instead by building an inventory of everything you are willing to sell.

Should Your Sponsorship Packages have a Menu?

Gold, Silver or Bronze (or any other stock levels) sends a message to your sponsors that you are an amateur. Don't do it! List some of the ways that you can help your sponsors achieve their goals but don't list them out as packages that they have to buy. Instead, show your sponsors that you have options that help them with the following areas:

- **Brand building**
- **Product placement**
- **Sampling**

- **Contests**
- **Growing their database**
- **Thought leadership**

Show your sponsors how you've helped other sponsors achieve their goals by working with you.

Corporate Sponsorship Inventory Building

Get your leadership team, program team, marketing department, volunteers and current sponsors together and ask them what they think you should be selling.

Come up with a list of everything you currently sell and then ask the group what's missing from the list. Look at your competition and see what they are offering. Once you've done this exercise, challenge your group to come up with a list of five things not on the list and not being done by your competition.

How to Ask for Corporate Sponsorship Matters Less Than Who to Ask!

But how do you know who to ask? This process is far easier than most people realize. You see, the trick to a good sponsorship proposal is that it has very little to do with what you write...when you have the right audience.

It is with firm belief that when you have a good asset list and well deserved audience, your ideal sponsor appears on their own. Take the list you created in the "sponsorship proposal inventory building" section and ask yourself what types of companies want to hear about these opportunities.

Look at your audience, who will attend your event, who cares about your brand and who do you interact with through your e-mail lists and social media, and ask yourself which companies want to connect with that group in the ways you've outlined. If you have a media sponsorship, make sure to include their audience in this process.

When you're done, move on to your competitors and see who they are working with. Now, for every sponsorship prospect you've added to your list, research their competitors. If one bank has interest in your brand then more probably do. Do this with every prospect on your list and suddenly you will have more prospects than you know what to do with!

Know What to Charge for Everything in Your Sponsorship Packages

It's worth noting that so far, this guide on the corporate sponsorship proposal hasn't even discussed graphics, number of pages or sponsorship level name ideas. There's a reason for this!

It is true that most sponsorship sales involve a sponsorship proposal. It is not true, however, that a sponsorship proposal is sufficient to sell sponsorship. Having the right products and knowing your customer are essential, and so is knowing what to charge for the assets in your sponsorship proposal.

Before you reach out to your prospects, spend some time figuring out what to charge for everything in your sponsorship package. The best way to do this is to list every single item you plan to sell in your sponsorship proposal along with who will see it (or hear it) and assign a value to that benefit. Use resources like Google Adwords and the local newspaper when trying to determine what to charge for things like logo placement. Assign a value to samples, product placement, speaking opportunities, free tickets, exhibit space... basically, if you offer it to a sponsor, give it a value.

Why do this? Well, for two reasons. First, it tells you how much money you can realistically expect to make through sponsorship. Second, it gives you the ability to negotiate with sponsors and trade benefits across the various levels within your sponsorship packages.

Finding the Right Contact

Even the best designed, best researched and best priced sponsorship proposal won't work if you send it to the wrong person! So who should you send your sponsorship request to? Look for people with the following in their titles:

- Brand
- Marketing
- Sponsorship
- Business Development
- Communications
- Product

Those with Corporate Social Responsibility in their title typically handle the "corporate philanthropy" side of things though this can often be combined with sponsorship and cause related marketing. If you can only find a CSR person, approach them with the request that they help you find the best contact for your proposal.

Want to Know How to Write a Sponsorship Proposal? Ask Your Prospect!

Never submit a sponsorship proposal cold, without talking to someone first. Sometimes you meet them by e-mail, phone or, best of all, in person. When this happens, never bring anything but a mental list of questions.

Here are the questions to always ask prospects before you submit a sponsorship proposal:

- Who is your target audience?

- How do you normally engage in sponsorship?
- What does your target market value?
- What can you tell me about your sales goals for the coming year?
- What would you consider to be the most important elements of a sponsorship proposal?

The Sponsorship Proposal Template

Here is a really simple sponsorship proposal template:

Sample Sponsorship Proposal Outline

Remember: your sponsorship package is not the sales tool... you are!

Page One: Title Page or Sponsorship Proposal Letter

Include your logo and the name of the opportunity or program and your tagline. Keep this simple and NEVER call it a "sponsorship package"!

Page Two: Describe Your Audience

Sponsorship is all about the audience! Your sponsors want to connect with a particular group of people and they want that group of people to take a very specific action. Before you ask your sponsors for money, tell them about your audience.

Page Three: Describe Your Opportunity

Paragraph one:

Talk about your cause, event or brand. Note, one paragraph only! Plain and simple- don't talk about need or sad stories.

Paragraph two:

Talk about the opportunity, program or event.

Page Four: Think Menu not Sponsorship Levels

Never say "sponsorship opportunities." Instead use something like "Engage Leaders in Industry X" or "Reach out to People of a Certain Age or Geography" or "Come and Meet X Sector" Start with a statement about how you like to work with sponsors and your philosophy. Most orgs put a statement at the end of their package stating "we are also willing to customize. Contact us." Don't do this!

Instead, open by telling your prospects that these are suggestions to get the process started. Invite them to have a look and contact you with their own suggestions about how they want to engage your network, then list all of your assets and opportunities!

Page Five: Sample Activations

This is the section where most people put a grid labeled “Gold, Silver, Bronze” but not you! Instead, list your ideas (as discussed above) to help bring your audience and sponsor closer together while helping your sponsor achieve their goals. Be sure to include opportunities for branding, sampling, attendee experience and contests. Will you sponsor buy one of these items off the shelf? Almost certainly not... but it gets them thinking and shows them that you know how to play the sponsorship game.

Page Six: The Contact Page

Use a title like “we want to hear from you!” Use a call to action. Encourage sponsors to get in touch, tell you what’s missing and tell you what they want to add or change. Make it clear that your proposal is a conversation tool and not set in stone. Do not include a section for your sponsor to cut out and mail back with their payment.

Proposals don’t sell sponsorship, people do!

Your Corporate Sponsorship Sales are Only as Strong as Your Follow Up

Once you have sent your sponsorship proposal to your prospect, give them a few days to sit with it. Because you spent the time talking to them and getting to know them on the front end, you have earned the right to follow up.

Get in touch with your sponsors, ask them what they thought of your sponsorship request, ask them what they thought of benefits and what advice they have to change your sponsorship package to better suit their needs.

Expect to follow up with your sponsor multiple times!

After the Successful Sponsorship Package, the Real Work Begins

Once the money arrives, it’s time to kick back and relax right? Not so fast! I would say that getting the commitment from a sponsor is about 20% of the total work of sponsorship. In other words, now that you have the money you still have 80% of the process ahead. Sponsorship is a transaction and when sponsors don’t get what they paid for, they will ask for a refund or worse, they will tell their colleagues how terrible you are to work with.

Get ready to work hard for your sponsors!

Do’s and Don’ts for Sponsorship Proposals

You want to get your sponsorship proposal right. Besides following along with my template above, don’t miss this collec-

tion of best practices for writing and sending your proposal. **DO Follow the Template**

Okay, so maybe this one is a wee bit obvious, but nevertheless, it has to be said. Create the sponsorship proposal template.

DON’T Write Your Proposal Before the Discovery Session

You might think you saved yourself time, but you actually did anything but.

You can’t possibly put together a quality proposal until you have the discovery session. Don’t put the cart before the horse here!

DO Customize Your Proposal

The entire goal of a sponsorship proposal is to tailor it to your sponsorship prospects. That requires you to put together a custom proposal. You can still follow along with my outline, but you want to make all the fields unique to your sponsor.

DON’T Say the Proposal Is Customized

The one faux pas to avoid at all costs (well, besides mentioning the words “sponsorship proposal” in your proposal) is to tell the sponsor you customized the proposal.

Why is this such a big gaffe? You’re trying too hard to scream to the sponsor that yes, you did indeed customize the proposal.

If you actually customized it, it shouldn’t be such a big deal that you feel the need to mention it. Just don’t mention customization anywhere in your sponsorship proposal and you’ll be as good as gravy.

DO Add Your Contact Information

This is another one of those tips that maybe seems a bit too obvious, but again, you’d be surprised how people can sometimes forget the most obvious information!

You want your sponsorship prospect to get in touch with you, right? Certainly the answer is yes.

That’s why you need to include contact information. Throw in your email address, business phone, fax number (if you still fax), social links, whatever you’ve got.

The more options a prospect has to get in touch with you, the easier you make it for them. That doesn’t guarantee you’ll get a response, of course, but it doesn’t hurt your chances, either.

DON'T Use Sponsorship Tiers

Ah, the dreaded tiered sponsorship proposals. You know, like gold, silver, and bronze, or platinum, rose gold, and copper.

The names don't matter as much as the contents. Tiered sponsorship levels are about as old as dirt. Okay, maybe not quite that old, but it feels like it!

Sponsors have seen these a million times. The only instance that wouldn't be true is if you're working with a brand-new business. Still, I'm sure even they've heard horror stories about sponsorship tiers.

To put it simply, sponsors don't want to have their arm twisted into buying X, Y, and Z when all they really wanted was W. So please, skip the tiers.

DO Wait Until the Prospect Asks to See the Proposal

The hardest thing in the world is being patient when you're pleased as punch with your proposal and just want to send it off. However, it's for the good of your sponsorship opportunity.

Your prospect will ask to see the proposal sooner or later. Well, most of the time they will, anyway. Sometimes, they don't need to see a proposal at all. That's why you should only put one together only when the sponsor asks for it.

Keep being patient until that moment comes!

DON'T Attach the Proposal to a Cold Email

By far, the biggest mistake you can make is to blast contacts on your email list with your sponsorship proposal attached to a cold email.

That's a great way to get blocked and reported for spam. You will not yield any results. Sure, people might open your email, but as soon as they realize what it is, they'll send it straight to the trash.

Don't waste your time mass-emailing your proposal. Instead, focus on making it as unique as possible for the prospect you're speaking with.

FAQs (Frequently Asked Questions)

Can I present my sponsorship proposal during the discovery session?

No, please don't. You need the discovery session to be an exploratory meeting so you can then put together your sponsorship proposal later. Leave your cookie cutter proposal at

the office and plan to rewrite it from scratch according to my template later.

Do sponsors ever accept unsolicited proposals?

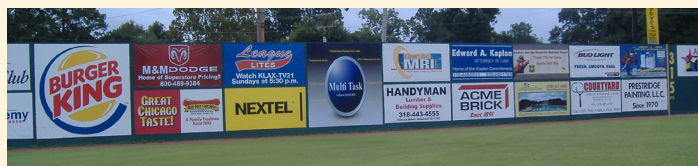
In past experience, they don't. That doesn't stop people from trying, though.

Focus on prospecting for sponsors and then waiting until they ask for your proposal. You'll be in a much better position to get results.

Wrapping Up

The sponsorship proposal is important, but is it the end-all, be-all of sponsorship? Nope, it sure isn't. You can close deals without a formal proposal.

However, if you require one for your sponsorship opportunity, remember this advice. Always have the discovery session first. Customize your proposal according to what you learned at the discovery session, but don't mention the words "custom" or "sponsorship proposal."



Whether you are selling a major sponsorship or updating your billboards, sponsors are looking for more return on investment each day, just as we are seeking more. It is what makes the world go around these days.

"I have learned more at the RPM Workshops and Trade Shows than I do at any other Trade Show", Gregory Geibel, General Manager, Promoter, Lernerville Speedway



PRI

PERFORMANCE RACING INDUSTRY / THE BUSINESS OF RACING



PRI
T.O.P.S. HQ PRESENTED BY
TRACK OPERATORS, PROMOTERS & SANCTIONING BODIES HEADQUARTERS

The RPM Newsletter and Workshops was once again part of the TOPS H.Q. Workroom and Lounge which provides meeting space for Track Operators, Promoters and Sanctioning Bodies, along with hosting the popular “BS & Brews” which gives industry folks the opportunity to network and let their hair down in casual conversation.

K&K

INSURANCE

Insuring the world's fun!

In the great news department, K&K Insurance and RPM have once again renewed as K&K continues to believe and assist in fostering the continued development of the RPM Workshops. We are proud to maintain their partnership going forward and look ahead to our continued efforts to help the industry.

Pennsboro Speedway Returns to Action

The Legendary Pennsboro Speedway has made it's come-back through the efforts of Barry Braun and XR Events.

Despite a "number of obstacles," including being delayed after a flood in the Spring, the revived Pennsboro Speedway hosted its first race in 22 years this past October.

Many of the original quirks of the Legendary Pennsboro Speedway that race-lovers might remember from the 1990s have been kept by XR Events—the group that is restoring the speedway. The original track shape and hillside seating are just a few of the things that make Pennsboro different from other speedways, although the hillside will only be one level for the 2024 season.

Handicapped and limited parking at the track will be first come, first serve. Additional parking with a free shuttle service was available.

Camping for the event sold out.

XR Events originally planned to host the first Pennsboro Speedway revival race earlier this year, but after deciding to change the track layout to the original big track and flooding in the spring, the opening was pushed back.

It was originally built as a horse-racing track in 1887 and converted to cars in the 1960s. Over the years, it hosted some of the biggest dirt track races in America, including the "Hillbilly 100" and the "Dirt Track World Championship," according to Ritchie County's tourism website.

Although kids races are held regularly on the smaller track, the original half-mile track has not seen a race since 2002.



The Pennsboro Speedway flood earlier this spring. This flood delayed the opening of the facility to October.

Set in the mountains of West Virginia Pennsboro Speedway was a destination for many dirt Late Model racers and fans for many years. It has been brought back to life and many of the unique parts of the track remain in tact for visitors to enjoy now.



Tulsa Raceway Park host to a great drag racing event has produced some interesting economic impact numbers.

Interesting Numbers - Tulsa Raceway Park and Tulsa Speedway provide \$83+ Million to Tulsa Area Annual Economics

Tulsa Raceway Park and Tulsa Speedway provide \$83+ Million to Tulsa Area Annual Economics

During the spring of 2024, the United States Motorsports Association and the owners of Tulsa Raceway Park and Tulsa Speedway surveyed the fans for the Economic Impact the facilities have on the Tulsa area.

The USMA provides an amazing comparison between the race tracks and local sporting events, looking at the economics around large Golfing events, attendance at local music festivals, and more.

Tulsa Raceway Park and Tulsa Speedway Turbocharge Oklahoma's Economy with Over \$83 Million Annual Impact

The Department of Motorsports Industry Research at the United States Motorsports Association (USMA) has released a comprehensive independent study titled "Turbocharging Oklahoma: Discovering the Economic Power of Tulsa Raceway Park and Tulsa Speedway," which details the substantial economic and socio-economic impacts of these two iconic racing venues on Tulsa and the state of Oklahoma.

Led by Dr. Robert Dunn, Ph.D., the study highlights a remarkable \$83.2 million in annual economic output, along with job creation and significant boosts to local businesses and tourism.

Key findings of the report include:

- \$83.2 Million in annual economic output generated by the racetracks.
- 547 jobs are supported annually across the local economy.
- \$37.6 Million in increased local earnings benefiting area busi-

nesses each year.

- 370,000+ annual visitors, significantly contributing to local spending on accommodations, dining, fuel, groceries, shopping, and tourism.
- Economically Impactful Race Teams: Race teams contribute \$28 Million annually, traveling an average of 325 miles from 28 different states to participate in races. Over 9,000 race cars were entered into events in 2023.
- Loyal Fan Base: 72% of fans identify as "very enthusiastic" or "absolute fanatics."
- Additionally, 29% travel over 100 miles to attend, with fans coming from 29 different states.

The study reveals that Tulsa Raceway Park and Tulsa Speedway consistently provide greater economic contributions and attendance than other major sports and events in the region. For instance, while the Rocklahoma music festival attracts about 60,000 attendees, the two racetracks draw approximately 370,000.

The Tulsa Drillers Baseball team hosts 69 events, whereas Tulsa Speedway and Tulsa Raceway Park collectively hold an average of 113 events annually.

In terms of economic impact, the Senior PGA, PGA Championship, and LIV Golf events combined generate around \$100 million, while the motorsports facilities contribute \$83 million. However, the golf tournaments are typically one-time or sporadic events, whereas the racetracks deliver consistent year-after-year economic activity.

Over the next five years, Tulsa Raceway Park and Tulsa Speedway are projected to generate over \$415 million in economic impacts, underscoring their significant role in consistently boosting local and state economies.

As a secondary component of the study, the USMA Research Team conducted a hypothetical detailed analysis of Tulsa Raceway Park hosting a National NHRA (National Hot Rod Association) event. The findings indicate that such an event could enhance Tulsa's economy by an estimated \$32.2 million, further highlighting the racetracks' potential to drive significant economic activity in the region.



Tulsa Speedway was also vital to the economic impact numbers produced in the USMA study.





Mark Your Calendars - RPM Workshop Dates for 2024 and 2025

The RPM Workshops dates for next year following RPM@Daytona in 2024 will be as follows:

RPM Western Workshops will take place on December 3, 4 and 5, 2024.

RPM@Daytona will take place February 9, 10 and 11, 2025 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.



MyRacePass Updates

Fall is here, and there has been a lot of good racing so far in September. It seems like every time we open social media or turn on a PPV there are just really good races happening across the country.

Let's start with sharing the 1099 video again. This has proven helpful for many, many tracks in the past so I want to make sure everyone has a chance to see it!

Working with 1099 Forms in MyRacePass

Season Passes are most certainly a thing here at MyRacePass. Now is a great time to reach out to the MRP Team to learn about how you can get 2025 Season Passes available to your fans which would make a great Christmas Gift!

Manually adjusting lineups can be necessary for many as you run new and unique formats that might not be built into MRP at this time. Here is an article for manually adjusting lineups [here](#)

Manually adjusting lineups article

We get a lot of questions from fans and tracks alike about Ticket Refunds. Here are 3 different articles showing how they work for promoters to see.

Issuing Refunds for Rainouts/Cancellations

Refunding an individual ticket

Migrating tickets from one event to a new event

A reminder! Make sure to confirm or refund your paid registrations!


It can be a good idea for your end-of-the-year banquets to have tickets available. It not only helps to get a head count, but also alleviates the lines to get into your banquet halls.

If you are interested in a ticket map for your grandstands, pits, campgrounds, or anything else in 2025, now is the time to get the process started! Please reach out with any questions you might have!


The same holds true for announcer audio in the MyRacePass app! If you have questions about connecting for your fall specials or for 2025, please reach out!


TicketSpice

for Speedways


 TicketSpice

Speedways Make More Money with TicketSpice







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Rated 4.9/5 stars
from over 300 reviews

Tired of outdated ticketing companies doing the bare minimum and over charging?



Book a call to learn more about TicketSpice.





Tennessee Motor Speedway
Murfreesboro, TN
All Star Race
May 23-25


Tickets


Upper Deck	\$75	0
Lower Deck	\$125	2
Parking Pass		1


Leading Speedways are switching to TicketSpice to save time, increase revenue, and elevate their visitor experience.


 Flexible Ticketing


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Scan and Schedule for the Promotion!

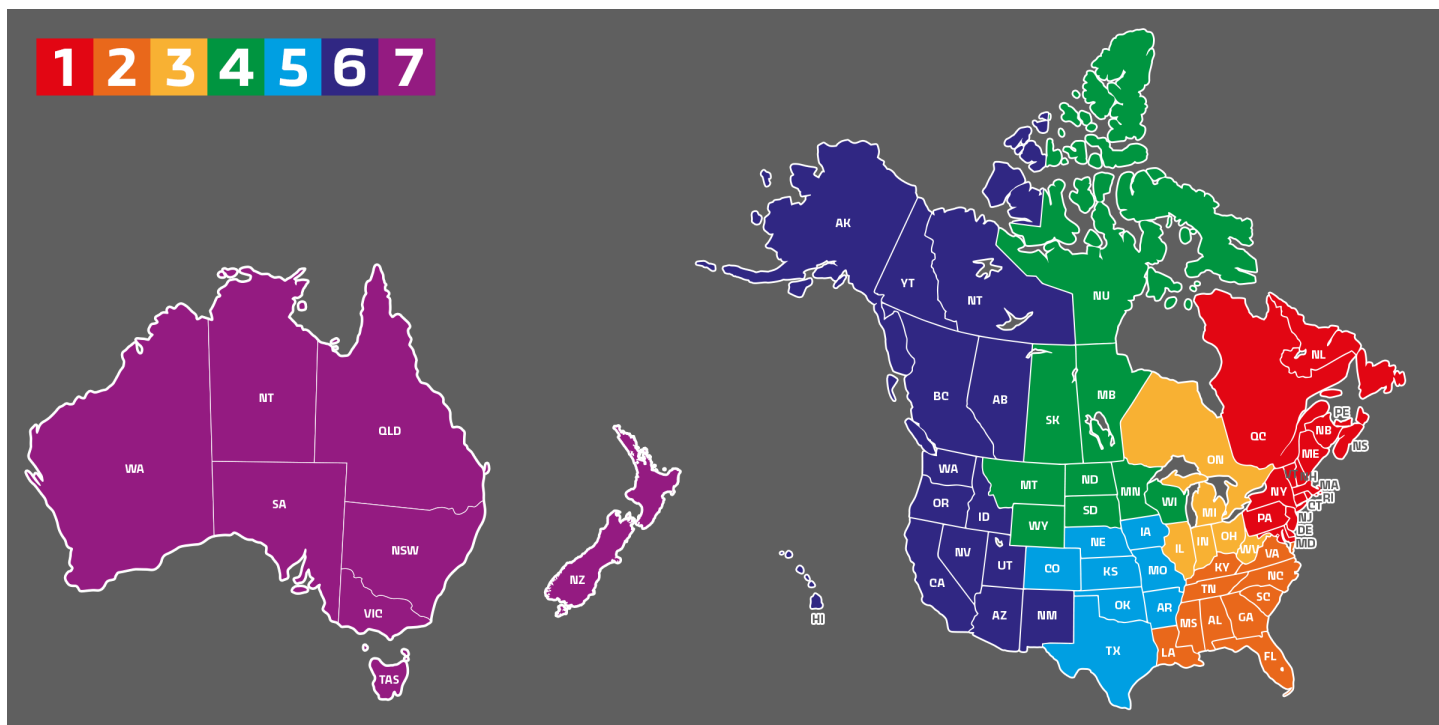
TicketSpice was started in 2008 and has worked with 60,000 organizations, processing over \$1 Billion per year. Birthed from the enthusiast motorsports industry, we know what it feels like to be overcharged for solutions that overpromise and underdeliver. More at www.ticketspice.com/speedways

TicketSpice

for Speedways



TAKE NOTE - ARPY REGIONS CHANGING FOR 2024



Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our neighbors to the North. As RPM continues to seek growth, we feel this is a positive move for the organization.

Region 1;

Canada - Nova Scotia, Quebec, Prince Edward Island, New Brunswick, Newfoundland

United States – Maine, Vermont, New Hampshire, Connecticut, New York, Massachusetts, Rhode Island, Pennsylvania, New Jersey, Delaware, Maryland

Region 2;

United States – Virginia, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Kentucky

Region 3;

Canada – Ontario

United States – Michigan, Ohio, Indiana, Illinois, West Virginia

Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

United States – Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Montana

Region 5;

United States – Missouri, Nebraska, Colorado, Texas, Oklahoma, Kansas, Arkansas, Iowa

Region 6;

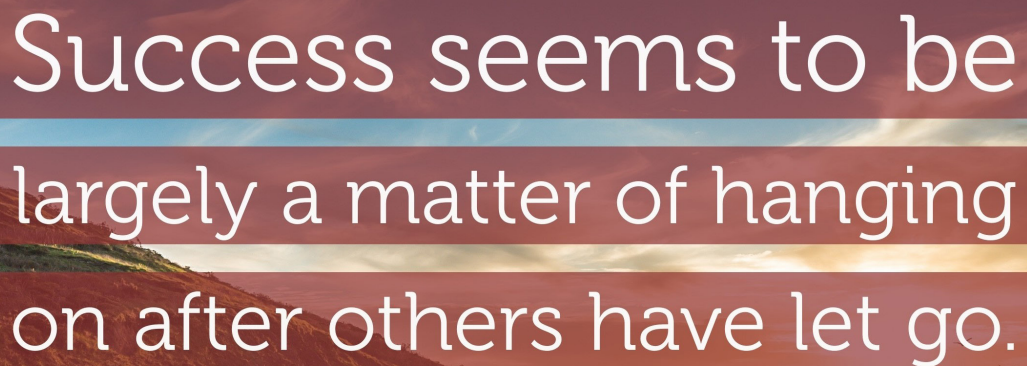
Canada – Alberta, British Columbia, Northwest Territories, Yukon

United States – Idaho, Washington, Oregon, California, Nevada, New Mexico, Arizona, Utah, Alaska, Hawaii


Region 7;

Australia, New Zealand



A photograph of a sunset over a grassy hill. The sky is a mix of blue, orange, and yellow, with a few birds visible in the distance. The hill is covered in green grass and some small trees.

Success seems to be
largely a matter of hanging
on after others have let go.

A photograph of the Golden Gate Bridge in San Francisco. The bridge is a suspension bridge with two large towers. The water is visible in the foreground, and the sky is a hazy grey.

Coming together
is a beginning.
Keeping together
is progress.
Working together
is Success.

(Henry Ford)



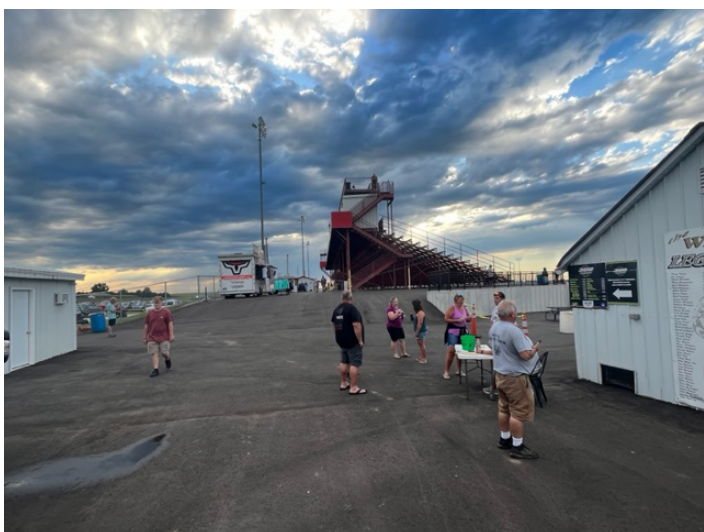
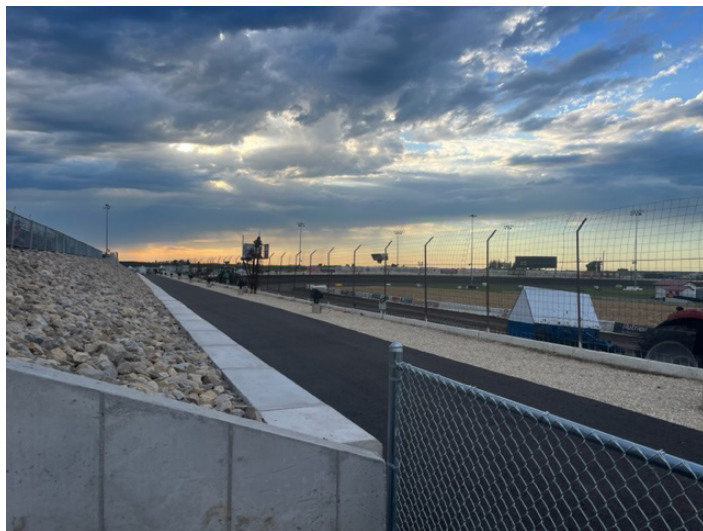
Left-to-Right; 300 Raceway (formerly Farley Speedway in Iowa) has undergone many improvements (Gregg McKarns photos). New concessions and great "farming" equipment to keep the track in great racing shape.



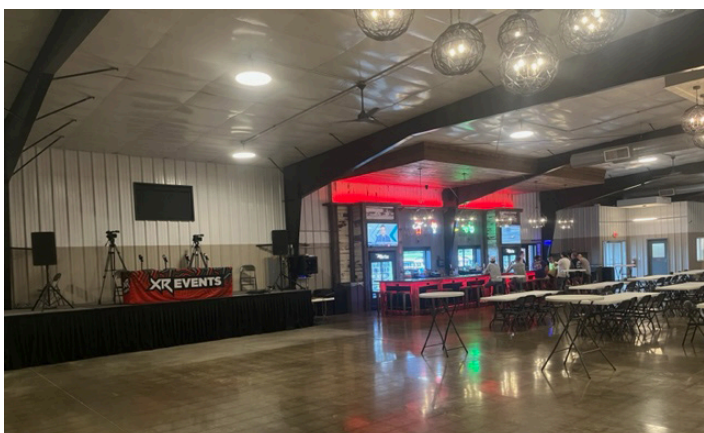
Left; An interesting ad to many speedways are areas for fans and groups. At Farley Speedway it's the "Party Zone" with a local sponsor. A great additional revenue idea all of the way around.



Above; A great patio, outdoor service area. The frontstretch and viewing area to the flag stand. All well thought out at 300 Raceway.



Above; Paved parking and a wide open midway area give fans plenty of space to make their way into 300 Raceway.



Left; A bar, event and press event area are part of the 300 Raceway layout, which provides a great place for professionally run top level events.



Above: The track provides plenty of racing room with ample area for crew members and spectators to see the competition up close and personal.

Below; The concession area provides tables and high tops for patrons to take a break and enjoy their purchases from the concession area at 300 Raceway.



ATM for fans to get cash at the race track. ATM's would be a topic of interest for a brief synopsis in these pages. Are they worth it? Do you subcontract to a bank or independent? Does this cost you sales? Can you make it back by accepting credit cards? All valid questions in regard to having an ATM present on your property.



HERMISTON RACEWAY IN OREGON IS NOW AVAILABLE FOR SALE

This 25.47 acres of industrial land offered at 2,000,000 USD in Hermiston, Oregon at 81242 N Highway 395. The sale is subject to a lease that will expire September 30, 2024.

More information can be found here; www.loopnet.com/Listing/81242-N-Highway-395-Hermiston-OR/31063623/

STATELINE SPEEDWAY IN BUSTI, NY FOR SALE

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

More information can be found here; 4150 Kortwright Rd, Jamestown, NY 14701 | MLS #R1453778 | www.loopnet.com/Listing/4150-Kortwright-Rd-Jamestown-NY/27671334/

Note that there has been a significant price reduction for this facility and from an RPM perspective, it is worth it.



WEST VIRGINIA MOTOR SPEEDWAY HAS BEEN PLACED ON THE MARKET FOR SALE.

West Virginia Motor Speedway and its facilities recently received an entire renovation with all brand new finishings inside the buildings. West Virginia Motor Speedway is known for its beautiful valley views and its unique terraced seating on the front straight hillside. More information can be found here; www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/



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ADVOCACY

UNITED STATES MOTORSPORTS ASSOCIATION

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704-325-8003 Formed in 2015 by a coalition of industry businesses who recognized the need for greater organization, data and state/local advocacy for racing. Working every day all day as America's Grassroots Racing Advocate.

ADVERTISING & DESIGN

SIMES GRAPHIC DESIGNS

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868-457-4637 Simes Graphic is full-service art studio that services short track racing. They design and print all types of brochures, posters, promotional materials.

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Your one stop source for printing, graphics, design & promotional materials for the racing industry.

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800-314-4702 Founded in 2009, we specialize in managing digital advertising for clients in automotive, powersports & motorsports markets. Working across all platforms: Social, Video, Display, Search & eCommerce. Our "real-world" industry experience and online advertising expertise utilize the latest technologies to measure ad performance and adjust every ad campaign to maximize results.

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142 F SOUTH CARDIGAN WAY, MOORESVILLE, N.C. 28117 704-790-0136 Media provider, formerly National Speed Sport News owned by Chris Economaki, Speed Sport has become a multifaceted media company offering publicity platforms for all forms of motorsports in addition to providing a full streaming service led by Chris Graner and Rivet.

PERFORMANCE RACING INDUSTRY (PRI)

WWW.PERFORMANCERACING.COM
27081 ALISO CREEK RD., STE 150 ALISO VIEJO, CA. 92656 949-499-5413
Since its inception in 1986, Performance Racing Industry (PRI) has served the motorsports as key source for trends, merchandising, new products, business strategies and more. PRI is also the developer of the world's premier auto racing trade show, held each December in Indianapolis, Indiana.

SPEEDWAY ILLUSTRATED

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PO BOX 741, EPPING, NH 03042 877-972-2362
Speedway Illustrated is a print magazine devoted to oval track racing in America. Produced for over 20 years by the most accomplished, award-winning, and longstanding team of journalists in motorsports, you can enjoy the best coverage and do-it-yourself race-winning tech to race safer, be faster, and spend wiser.

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Racing America continues to provide short track racing coverage throughout North America, streaming online as well as media coverage.

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9305 CRESTVIEW DR. DENTON, TX 76207 940-262-3481 An organization of passionate professionals dedicated to advancing the scientific, medical, and educational aspects of the human element in motorsport. The mission is: through rigorous research and collaborative discussions, to bring forth the latest innovations and initiatives in motorsport safety.

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Established in 1980, is known as the Racer's Church. Ministering to the racing community through established sanctioning bodies, regional touring series and local tracks, seeking to provide opportunities for those we reach to fulfill the Great Commission in their lives.

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