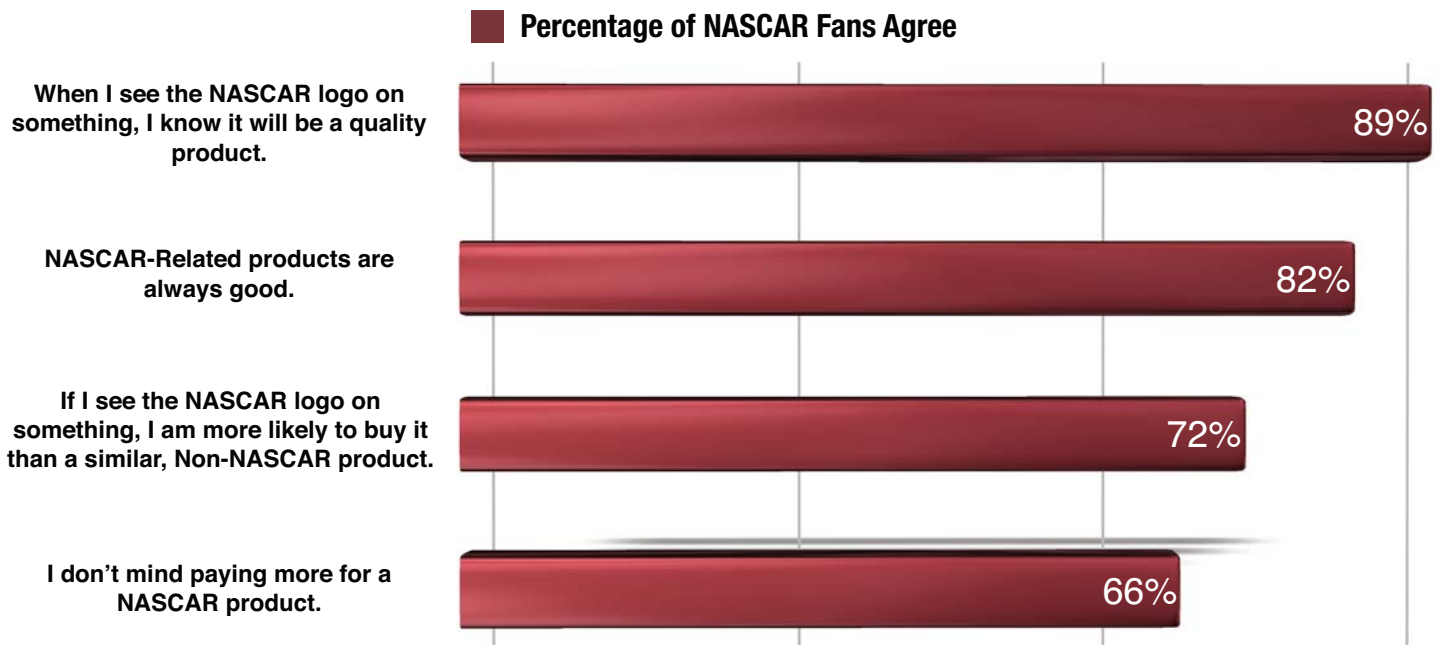


# MARKETING WITH NASCAR



## Why Stafford Motor Speedway?

- Stafford Motor Speedway has maintained a reputation for professionalism and quality family entertainment since 1970.
- State of the art infrastructure upgrades include a 270,000 watt lighting system, a 8,400 watt public address audio system, multidimensional press and media facilities and totally reconstructed racing surface.
- Stafford has been instrumental in launching the NASCAR careers of Geoff and Brett Bodine, Greg Sacks, Ron Bouchard, Jimmy Spencer, Steve Park, Mike McLaughlin and Greg Zipadelli.
- Stafford Motor Speedway has served as a proving ground for motorsports commentators; producing several television and radio personalities such as Mike Joy (FOX sports), Jack Arute (ABC sports), John McMullin (Motor Racing Network) and Mike Massaro (ESPN).
- Stafford Motor Speedway has attracted the attention of research and development departments world wide such as AMB Products, Bose Sound Systems, Musco Sports Lighting and Whelen Safety Lights.
- Stafford continues to be a hot bed of NASCAR racing talent. Propelling drivers, crew members, racing professionals and sponsors into the upper ranks of the country's fastest growing, largest spectator sport.

**"NASCAR ENJOYS IN GROWING NUMBERS WHAT THE OTHER PRO SPORTS ARE LOSING ALONG WITH TV VIEWERS. THAT'S FAN LOYALTY."**

*Aaron J. Moore, MEDIA LIFE MAGAZINE*