



## 5 reasons to get involved in Short Track Racing

1. **Hyper-local brand awareness**  
*Localized, passionate audience*
2. **Unique driver personalities**  
*Regional celebrities in a sport unlike any other*
3. **Ultimate fan access**  
*Unlimited access to your racing hero*
4. **One-of-a-kind live entertainment**  
*Fast cars, cold beer & the greatest show on asphalt*
5. **Digital & physical growth**  
*Local racing continues to grow online & in-person*

**Auto Racing: The Most Exciting Sport on Earth**



**Stafford is an industry leader in fan activation**



## *Stafford Speedway: First Class Venue, First Class Competition*

- Located in Historic Stafford Springs, CT
- ½ Mile Paved Oval
- Founded in 1870
  - Stafford Springs Agricultural Park
- Track First Paved in 1967
- Inaugural Spring Sizzler held in 1972
- Home of the SK Modified® division
- First track to host the SRX Racing series



**Friday Night Lights at Stafford Speedway**

## ***Racing Under the Lights Every Friday Night***

- 25 Scheduled Racing Events
- 52nd running of the Spring Sizzler
- SRX Racing Event
- Cleetus McFarland Event
- Annual attendance ~175,000
- [StaffordSpeedway.com/schedule](https://StaffordSpeedway.com/schedule)



**Stafford's SK Modified® Division is Recognized as one of the Toughest in the Country**

## All Events Streamed Live on FloRacing

*2023 Stafford Speedway FloRacing Viewership Metrics*

**Average Weekly Viewers: 17,073**

**Peak Weekly Viewers: 38,265**

- First asphalt track on the FloRacing platform
- Produced in-house by Stafford Speedway
- Recognized as one of the top productions in racing



Live streaming puts Stafford drivers in front of thousands each week

## *Increasing Fan Engagement through Digital Content*

- With a large online presence Stafford Speedway showcases your brand to a unique audience

### **Stafford Speedway Online Presence**

- **Facebook:** 61k followers / 18 million reach
- **Instagram:** 36.7k followers
- **Twitter:** 12.2k followers
- **YouTube:** 4,570 subscribers
- **StaffordSpeedway.com:**
  - 3 million annual page views





## Content First Marketing Approach

- Stafford's content is centered around the drivers & teams, establishing them as the stars of the show

### Content featuring your driver online and at the track

- Pre and post-race driver interviews
- Driver & team profiles
- Weekly highlights and driver features
- Behind the scenes photos & videos
- Victory lane, podium, & starting grid interviews



Stafford's 20' x 40' Video Scoreboard Features Driver Content at Each Event



**SK Modified®** - Stafford's top weekly division often labeled the most competitive weekly division in the country. Open wheel & fast.

**Late Model** - Stafford's top full-fender weekly division. This division is rough and tumble producing tough drivers and great racing.







**SK Light Modified** - The younger sibling to the SK Modified, the “Lights” are a more toned down version. Don’t let that fool you, often the best race of the week

**Limited Late Model** - Just like the “Lights” to the SK Modifieds the “Limiteds” are a toned down version of the Late Model. Nearly half of the Late Model drivers have graduated from this division





**Street Stocks** - The ultimate grassroots racing division. The Street Stock division is always an exciting mix of young guns and veterans

**Open Modified** - These cars run at Stafford 4x per year in special 80 lap "Open" events. These 600 HP beasts are regional with drivers hailing from across the Northeast



## 2021 Stafford Fan Survey Results

How likely are you to choose a brand that supports short track racing over another?

**Very Likely - 57.8%**  
**Somewhat Likely - 30.8%**

**Brand Loyalty**

Approx how many Stafford Speedway events do you attend per season?

**More than 10 - 41.4%**  
**2 to 5 - 29.23%**  
**6 to 10 - 21.1%**

**High Engagement**

***Race Fans: The Most Passionate Fans in Sports***





## *Where do our fans work? What are their hobbies?*

*2021 Stafford Fan Survey Results*

### **Top Hobbies - Detailed**

1. Fishing - 26.5%
2. Cooking - 18.9%
3. Golf - 18.8%
4. Camping - 14.2%
5. Hiking - 13.3%

### **Top Hobbies Summarized**

1. Outdoor Recreation - 88.8%
2. Sports - 58.3%
3. Entertainment - 43.1%
4. Travel/Vacation - 41.3%
5. Cars/Trucks/Moto - 28.7%

### **Top Professions**

1. Construction/Contracting - 23.4%
2. Retired - 19.1%
3. Auto Repair/Sales - 10.2%
4. Finance/Accounting - 9.3%
5. Retail - 5.5%

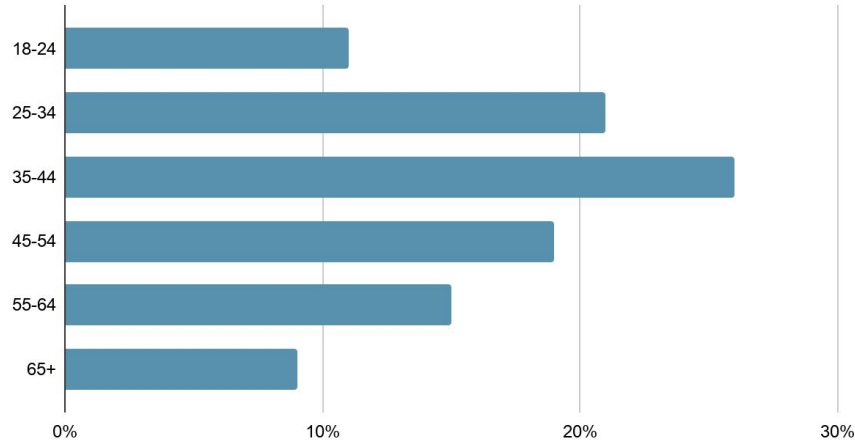
*What are your top 5 non-racing hobbies?*

*What is your profession?*

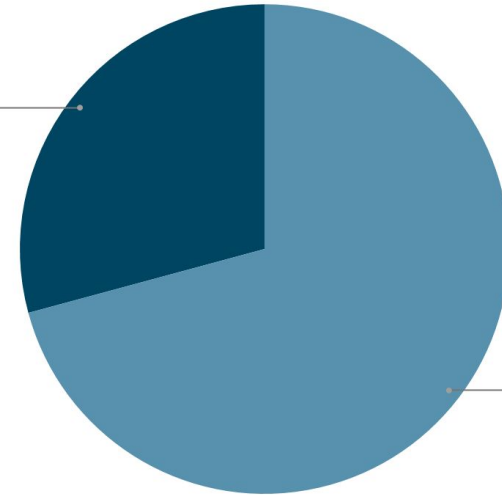


## 2021 Stafford Fan Survey Results

### Age Breakdown



**Female**  
29.2%



**Male**  
70.8%

## Top Regions

*Based on Ticket Sales*

1. Hartford/New Haven, CT
2. Boston, MA
3. Springfield/Holyoke, MA
4. Manchester, NH
5. Providence, RI/New Bedford, MA

## Top States

*Based on Web Traffic*

1. Connecticut
2. Massachusetts
3. New York
4. Rhode Island
5. Florida

***Where do our race fans live?***



**Stafford Motor Speedway** - 55 West Street - Stafford Springs, CT 06076 - 860.684.2783

Staffordspeedway.com // Facebook: @StaffordMotorSpeedway // Instagram: @StaffordSpeedway // Twitter: @StaffordSpeedwy



***“I fully expect to enjoy this return on investment for a long time”***

**“As a business owner I am very mindful of how I use our marketing resources. We have found our motorsports marketing at Stafford to be very beneficial with a measurable addition to the bottom line while also increasing brand awareness through direct views at the track and online by fans and competitors.**

**Just in the last year I can quickly recall over a dozen jobs directly from the race track with a total in sales well in excess of my annual sponsorship cost. The racing community is a loyal bunch and through long term sponsorship delivering brand awareness SAFCO Foam has certainly reaped the rewards repeatedly over the years”**

**Stuart Fearn**

*SAFCO Foam Insulation  
Hampden, MA*

***Sponsor: #12 Late Model***



***"We have received a new influx of customer from racing"***

"After acquiring an already well-known garbage and waste company in the state, Casella Waste Systems next goal was to let people know they can still get the same great, community orientated service that they were receiving before, just under a different name.

Sponsoring race teams, Stafford Motor Speedway SK Modified contingency program, and a billboard on the back stretch, we have received a new influx of customers saying they have heard of us from racing. But not only that, the community at large has thanked us for our support of the sport."

**Mark DiMauro**

*Division Manager*

*Casella Waste Systems*

***Track & Race Team Sponsor***



ESTABLISHED 1975

***“Advertising at Stafford definitely helps us reach our target audience”***

“Call Before You Dig of Connecticut (CBYD) has been a long time sponsor at Stafford Motor Speedway as a track sponsor, sponsor of special events, and sponsor of race teams. The sponsorship has helped increase public awareness for CBYD with billboards, signage, along with digital exposure online. CBYD relies on advertising to help promote public awareness and damage prevention education. Stafford definitely helps us reach our target audience.

The CBYD partnership with Stafford and race teams at Stafford has provided many new creative opportunities for our marketing efforts. CBYD enjoys being part of “The Show” and we look forward to continuing the partnership for many years to come!”

**Derek Brown**

*Call Before You Dig CT*

*Track & Race Team Sponsor*

