


FAN ENGAGEMENT

October 7-8, 2023





Dear Fan Engagement Area Client,

We are excited that you and your organization have chosen to activate with us at Charlotte Motor Speedway. We are looking forward to helping you promote in the best possible manner.

Please read over this packet carefully as it contains pertinent information on all things Fan Engagement related. In addition, please pass along this packet to any of your peers who will be directly associated with the display throughout race weekend. Once all forms included in this packet have been completed, please e-mail them to my attention no later than September 15, 2023.

There is some exciting addition to the Fan Zone for Roval with the incorporation of Rock the Roval to the Fan Zone. Rock the Roval will have a few special events that will be detailed on future pages including a CMS STEAM Expo on Friday morning from 9:00 m -1:00 pm.

We look forward to working with you and your organization during the upcoming race weekend at Charlotte Motor Speedway. If you should have any questions leading up to race weekend, do not hesitate to reach out for assistance.

As always, we truly appreciate your partnership,

Jason Hoyt

Cell: 980-721-3735

E-mail: jhoyt@charlottemotorspeedway.com

GENERAL INFORMATION

SET-UP & BREAKDOWN

Bank of America Roval 400 Setup Tuesday October 3 through Thursday October 5

All Displays MUST be set up by the close of business Thursday, October 5 to help accommodate the CMS STEAM Expo on Friday morning in the Fan Zone.

- The Fan Zone will be open at 8:30am each day for setup.
- If you are setting up on Tuesday or Wednesday, we ask that you please be patient as there could be a short wait due to the volume of displays needing to be placed.

Breakdown may begin after Bank of America Roval 400 race starts. You will have two (2) hours from the start of the Bank of America Roval 400 to move vehicles in and out of the Fan Zone. After the designated timeframe, vehicle access will be limited until AFTER the crowds have exited the grandstands and left the parking areas. Open access to the Fan Zone area will be available to you in the days immediately following the race for additional tear down. **CMS WILL NOT BE RESPONSIBLE FOR THE RETURN OR SAFEKEEPING OF ANY EQUIPMENT YOU HAVE RENTED.**

FAN ENGAGEMENT

OPEN / CLOSE – The event is a Saturday and Sunday event with a special event on Friday, the Joe Gibbs Racing Fan Appreciation Event followed by a hauler parade and a concert. Please make sure that the crew bringing the display to the Speedway is aware of this. Your display must be open Saturday and Sunday at or before the designated times listed below, if you would like to be open on Friday that is at your discretion. Closing time corresponds to the start of the main event for the day, but this is up to your discretion if you would like to stay open longer.

BANK OF AMERICA ROVAL 400

Friday, October 6 4:30 pm – 8:30 pm

CMS STEAM EXPO 9:00 am – 1:00 pm

Joe Gibbs Racing Event 5:00 pm – 7:00 pm

Hauler Parade 7:30 pm

Saturday, October 7 9:30 am – 3:00 pm

GATES OPEN: 1:00 pm

CONCERT 8:30 PM

Sunday, October 8 9:00 am – 2:00 pm

GATES OPEN 11:00 am

GENERAL INFORMATION

PARKING

- **Vendor Parking:** All vendors are required to park all support vehicles in the Vendor Parking Lot, except for large trucks, busses and/or trailer cabs. **Vehicles which are not a permanent part of your display are not allowed to park in the Fan Engagement Area for any reason.** Any support vehicle remaining on the Fan Engagement Area during open hours will be relocated to the Nursery parking lot. All support vehicles will need to be relocated 60 minutes before the Fan Engagement open times.
- There is a lot near the Fan Zone for Vendor parking for those with passes, those without passes can park by the Golf Cart Compound which is located across from Gate 12.
- Large vehicle parking is available in the gravel area next to Operations off the I-600 Road.
- **PERSONAL VEHICLES ARE NOT ALLOWED TO BE PARKED INSIDE OR BEHIND THE DISPLAY AREA FOR ANY REASON**

GOLF CARTS

Golf carts and credentials are available from SMI Properties (SMIP) by accessing SMIP's website at <https://www.smiproperties.com/> under the Golf Cart tab on the top right. Please make sure you also read the rules and regulations on the website as well. The golf cart compound is located outside of the track behind Turns 1 and 2 across from Gate 12.

Please contact SMI Properties at golfcarts@smiproperties.com

Request Deadline is September 20, 2023

If golf cart(s) are rented from SMIP, please make sure you return them on time to the golf cart compound or you may be charged a late or towing fee.

GENERAL ITEMS

- Staffing, set-up/tear-down is your sole responsibility.
- Approved signs, banners, and inflatables may be a part of your display.
- No handwritten signage allowed within display area.
- Must stay within display area parameters provided by CMS personnel.
- Advertiser does not have the right to use CMS trademarks, service marks, artwork, and other symbols associated with CMS without prior written approval from CMS.

VENDOR PASS PARKING



GENERAL INFORMATION

TENTS – CMS does not supply tents. If you need a tent please refer to the Preferred Vendors page for the contact information of a rental company.

- Tents must be weighted as **CMS does not allow staking** due to utility lines being located under the pavement.
- A Tent/Canopy Permit must be obtained by the City of Concord Department of Fire & Life Safety if the following criteria is met:
 - 400 SF - 699 SF "canopies" **DO NOT** require a permit; and
 - 400 SF > "tent w/3 sides+" **DOES** require a permit.
- Exit Signs and Emergency Lighting required in Tent/Canopies with an occupant load of 50 people or more.
- Fire Extinguishers required within all Tent/Canopies (one 5lb ABC Fire Extinguisher required per every 1500 square feet or travel distance every 75 feet)
- “NO SMOKING” Signs required in all Tent/Canopies
- An inspection shall be conducted by a Concord Fire Inspector upon construction of Tent/Canopy requiring a permit.
- All structures must be approved by the Concord Fire Marshal
- A tent Permit Application can be found at the following link;
- https://concordnc.gov/Portals/0/Concord/Departments/Fire/Documents/Fire%20Prevention%20Documents/Applications%20for%20permits/Tent%20permit%20application%2002_22.pdf?ver=nSyZ7NS5EnrbJt9BGXVxFg%3d%3d
- **If you have further questions please contact the Concord Fire Marshal office at 704-920-5516**

GENERAL INFORMATION

UTILITIES

- All displays must be self-contained – no electricity or water is available within the Fan Engagement area.
- If renting a generator, please make arrangements for it to be picked up once the event is over and note this on the Display Form to ensure all fire code regulations are being met. Also, please bring any power strips and extension cords that are needed. Please refer to the preferred vendor list in this pack for generator rentals.

INSURANCE – Per your display agreements, you are required to keep comprehensive general liability insurance. You must supply CMS with a copy of this certificate evidencing the coverage. If you have not already done so, please have a copy sent to CMS.

SECURITY – CMS does not provide security specific to a display and is not responsible for direct protection of your display. If you wish to have additional security for your display, you may make arrangements by contacting Show Pros at 704-525-3784

If you choose to hire your own private security, please provide CMS with the company name, the guard's name(s) and a number they can be reached at while on property.

TRASH – Please do not put large items like boxes in the trash barrels along the Fan Zone. Please breakdown all cardboard and leave in a neat pile behind your Display, and a crew will come along at night and remove the garbage. If you have large trash items that cannot be broken down, please leave them behind your display and a crew will pick them up that night.

Damage Sponsor shall be responsible, at its sole cost and expense, for the repair of any and all damage resulting from its use of the Display Space, including but not limited to, damage caused during set up and tear down of any and all improvements made by Sponsor in the Display Space.

Enforcement Rights The Speedway reserves the right, to require Sponsor to cease any promotions or displays and to vacate Display Space which, at the reasonable discretion of the Speedway, are deemed to be a nuisance, to be unduly annoying, to be interfering with the rights of other display partners, or interfering with the race experience of fans, or inconsistent with any other Speedway policy or procedure as provided by the Speedway in writing or stated on <https://www.charlottemotorspeedway.com/> . Sponsor shall not receive any refund or compensation if required to vacate and there shall be no refund or reduction in the Rights Fees to the Speedway hereunder.

CONTACT INFORMATION

CMS CORPORATE SALES 704-455-3203

EMS DISPATCH – On-Site 704-455-3220

CMS SECURITY 704-791-8236

FAN ASSISTANCE 704-455-4357

LOST AND FOUND 704-455-3214

FIRE CHIEF CITY OF CONCORD 704-920-5516

PUBLIC HEALTH DEPARTMENT 704-920-1000

EQUIPMENT RENTALS- UNITED RENTALS

JASON BARRIER 704-467-0109 jbarrier@ur.com

FUEL DELIVERY- BAREFOOT OIL

LARRY FINK 704-782-3196

TENT/TABLE/CHAIR/STANCHION RENTALS- PARTY REFLECTIONS

KATHRYN MEYER 704-927-9718 kmeyer@partyreflections.com

PORTABLE TOILET/HAND WASHING STATION RENTALS- UNITED SITE SERVICES

UNITED SITE SERV. 704-718-5185

STORAGE CONTAINERS- PACK RAT

DAVID COUGHTRY 704-743-3953 dcoughtry@1800packrat.com

SECURITY- SHOW PROS STAFF

DOUG BRITT doug.britt@showprostaff.com

ICE DELIVERY

BRENDA or BILL 423-967-5483

SHIPPING & RECEIVING



SHIPPING & HANDLING – If you need to ship items to the track, please do so as close to the event as possible. Space is limited and pallets of items may need to be stored outside so please make sure that pallet packaging is waterproof. You will be responsible for picking up and storing items throughout the rest of the event. When you have items shipped, please use the following address:

Charlotte Motor Speedway Operations
c/o (Your Company Name)
(Your Display's On-Site Contact Person & Cell #)
5511 Morehead Road
Concord, NC 28027

CMS Business Development Executive & Phone Number

SHIPPING & RECEIVING

Due to the high volume of items we receive, it is very important to clearly mark on the package your company, a contact name and phone number. Please notify your representative of what is being shipped and when it should arrive so that we can confirm spacing needs and timely arrival.

Please be aware that the warehouse cannot store your items throughout the event. If you need to send product samples or other items that you will want to access daily, you need to make arrangements prior to the event.

DISPLAY INFORMATION FORM

DISPLAY INFORMATION RETURN FORM: Please email completed form to Jason Hoyt at jhoyt@charlottemotorspeedway.com Due by September 15, 2023

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
On-Site Contact: _____ Cell phone # _____
E-MAIL: _____

(Please put the name of the person who will be handling the display at the event)

Date you anticipate setting up your display: _____
(Displays must be set up no later than Thursday October 5th before 8:00 pm)
Display Footprint Size: How many feet wide: _____ How many feet deep: _____
Will your display contain a tent? Yes _____ No _____ Dimensions: _____
Renting a tent? Yes _____ No _____ Company renting from: _____
Bringing your own? Yes _____ No _____
Will your display contain a trailer or car hauler? Yes _____ No _____

Will a vehicle be a permanent part of your display? Yes _____ No _____

If you answered "yes" the following information is REQUIRED.

Make: _____ Model: _____
Make: _____ Model: _____

Will your display require a free-standing generator? **(In order to comply with fire codes, this information must be known ahead of time to allow for proper spacing from one display to another.)**

Yes _____ No _____

Do you plan to provide premiums/giveaways? Yes _____ No _____

If you answered "yes" please list the giveaways: _____

Have you sent CMS a current Certificate of Insurance? Yes _____ No _____

Additional Information:

GIVEAWAY GUIDELINES

2023 Giveaway Guidelines

SMIP acknowledges the importance of Corporate Sponsorships, selling tickets and fan appreciation at our events. At times, Corporate Sponsors and Speedways have requests to give away promotional items to fans attending our events. In an effort to reduce potential lost revenue, SMIP requests that everyone follows the below guidelines for Sponsorship/Client Display activation. All giveaway items must receive pre-approval from SMIP prior to the event weekend.

Please use this letter as a guide when you are purchasing and organizing your giveaway items for race weekends.

Giveaway items cannot contain event, track or driver marks.

Examples of Allowed Giveaway Items:

Banners	Gift Cards	Photos
Beads	Hand Fans	Plastic Cups
Bookmarks	Hand Sanitizer	Pop Sockets
Calendars	Keychains	Posters
Cell Phone Wallets	Lanyards/Credential Holders	Power Banks
Cinch Bags	Lighters	Stickers
Face Masks	Note Pads	Temporary Tattoos
Flash Drives	Pencils	Wristbands
Flash Lights	Pens	

Restricted Give Away Items:

Can / Bottle Coolies	Seat Cushions
Clear Backpacks	Sunglasses
Ear Plugs	Sunscreen
Hats	Tee Shirts
Rain Ponchos	Towels – Cooling/Rally/Golf

GIVEAWAY GUIDELINES

If any of the above restricted items must be given away to secure client for event – the following will apply.

- SMIP produces or sells the item to Client/Track or Track pays SMIP a buy-out price that will be automatically invoiced at conclusion of event
- Item does not contain event or track logos. Only contain sponsor logo
- Can Coolies – limit to 500 (\$3 each buy out price) Lead time 4 weeks from approved art.
- Clear Backpacks – limit to 500 (\$10 each buyout price)
- Ear Plugs – limit to 1000 (.50 cents each buy out price)
- Hats – limit to 250 to give away (\$8 each buy out price) Lead time 15 weeks from approved art. Lesser lead times via air.
- Rain Ponchos – limit to 500 (\$2 each buy out price)
- Seat Cushions – limit to 100 (\$5 each buy out price) Lead time 12 weeks from approved art.
- Sunglasses – limit to 100 (\$5 each buy out price) Lead time 4 weeks from approved art.
- Sunscreen – limit to 500 (\$2 each buy out price) Lead time 4 weeks from approved art.
- Tee Shirts – limit to 1000 to give away (\$5 each buy out price) Lead time 3 weeks from approved art
- Golf/Rally/Cooling Towels – limit to 2500 (\$2.50 each buy out price) Lead time 4 weeks from approved art.

SMIP requires the opportunity to quote on any give away items, whether it is an item SMIP sells or does not sell.

During the event, Track Sales department and SMIP shall monitor the Corporate Display Area to ensure all give away items were pre-approved as part of the agreement with the Track.

SMIP requests a list of all items to be given away at track prior to the event.

Please see attached template form that should be used for approval.

Any display selling merchandise must obtain a third-party agreement with SMIP and be pre-approved.

CERTIFICATE OF INSURANCE REQUIREMENTS

All display clients must obtain general liability insurance with a combined single limit of \$5,000,000 with limits no less than \$500,000 per occurrence for Bodily Injury and \$50,000 per occurrence for Property Damage. Language in the Description of Operations/Locations/Vehicles section must match the sample on the following page. Also, the certificate holder must match the sample on the following page.

Description of Operations/Locations/Vehicles

SMISC Holdings, LLC dba SMI Properties; Atlanta Motor Speedway, LLC; Bristol Motor Speedway, LLC; Charlotte Motor Speedway, LLC; Circuit of the Americas, LLC; Nevada Speedway, LLC dba Las Vegas Motor Speedway; New Hampshire Motor Speedway, Inc.; Speedway Sonoma, LLC; Texas Motor Speedway, LLC; Speedway Motorsports, LLC, Sonic Financial Corporation, Speedway Holdings I, LLC, Speedway Holdings II, LLC, Speedway Children's Charities and/or each of their subsidiaries and affiliates and their respective shareholders, members, partners, officers, managers, directors, employees, and agents related to the operations are added as Additional Insured to the liability policies on a Primary basis. A Waiver of Subrogation is provided under all policies as required by written contract and as allowed by state law. Must be named as certificate holders.

Certificate Holder

Charlotte Motor Speedway
5555 Concord Parkway S.
Concord, NC 28027

CERTIFICATE OF LIABILITY INSURANCE SAMPLE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
XXXXXXXXXX

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER XXXXXXXXXX	CONTACT NAME:		
	PHONE (A/C, No, Ext):		FAX (A/C, No):
	E-MAIL ADDRESS:		
INSURER(S) AFFORDING COVERAGE		NAIC #	
INSURER A: XXXXXXXXXXXXXXXXXXXXXXXXXXXX			
INSURED XXXXXXXXXX	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		
	INSURER F:		

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

INSR LTR	TYPE OF INSURANCE	ADD'L SUBR INSUR	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <small>GEN'L AGGREGATE LIMIT APPLIES PER: POLICY, PRO-JECT, LOC</small>	X		XXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	EACH OCCURRENCE	\$ 5,000,000	
							DAMAGE TO RENTED PREMISES (As insureds)	\$ 300,000	
							MED EXP (Any one person)	\$ NONE	
							PERSONAL & ADV INJURY	\$ 5,000,000	
							GENERAL AGGREGATE	\$ NONE	
							PRODUCTS - COMB/O PROG	\$ 5,000,000	
							\$	\$	
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			XXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	COMBINED SINGLE LIMIT (Eq accident)	\$ 5,000,000	
							BODILY INJURY (Per person)	\$	
							BODILY INJURY (Per accident)	\$	
							PROPERTY DAMAGE (Per accident)	\$	
							\$	\$	
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <small>DED RETENTION \$</small>						EACH OCCURRENCE	\$	
							AGGREGATE	\$	
							\$	\$	
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <small>ANY POLICY FOR PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)</small> If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	XXXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	<input checked="" type="checkbox"/> W.C. STATUTORY LIMITS <input type="checkbox"/> LIMIT - ER	E.L. EACH ACCIDENT	\$ 5,000,000
								E.L. DISEASE - EA EMPLOYEE	\$ 5,000,000
								E.L. DISEASE - POLICY LIMIT	\$ 5,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Charlotte Motor Speedway, LLC, Speedway Motorsports, LLC, Sonic Financial Corporation, Speedway Holdings I, LLC, Speedway Holdings II, LLC, Speedway Children's Charities, and/or each of their subsidiaries and affiliates and their respective officers, managers, directors, employees and agents are added as Additional Insured to the liability policies.

CERTIFICATE HOLDER

CANCELLATION

Charlotte Motor Speedway 5555 Concord Parkway S. Concord, NC 28027	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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FACILITY MAP

