

Lake View Motor Speedway

PROPOSAL FOR MARKETING PARTNERSHIP

2024 Race Season

OVERVIEW

In 1979, Jay Asbill had a vision in a cornfield to build a dirt race track, naming it Lake View Motor Speedway. This track is located in Dillon County between Lake View and Nichols, South Carolina. Because Lake View Motor Speedway was surrounded by farms and fields, it quickly became both a staple in the community and a landmark.

In the 1980's, Asbill was committed to providing quality dirt track racing competitions, making Lake View Motor Speedway one of the most successful tracks in the Carolinas. During this time, the race track operated on Fridays, Saturdays, and occasionally on Sundays for afternoon races.

Lake View Motor Speedway is known for having the Greats of Yesteryear grace the dirt track, paving the way for the next generation. In the early 1990's, David Taylor purchased the track. As owner and promoter, Taylor introduced the Hav-A-Tampa and STARS series. The racetrack was later purchased by Charles and Sandra Miller; and they promoted the track for over twenty years.

Currently, Scott Tripp and his wife, Sophie own Lake View Motor Speedway and are committed to giving the track new life. With the helping hands of general manager, Tim Clemons, Lake View Motor Speedway continues to be known as the smoothest 4/10th high-banked dirt track in the South.



Highlights noted for the 2024 racing season:

- Annual remodel and update the facility.
- Hosting various touring series such as: Blue Ridge Outlaws, Bell and Bell Vintage Series, Ultimate Super Late Model Series, Steel Block Bandits, and SCDRA.
- Continually maintaining its wholesome, family-orientated atmosphere through community events and by including activities for the children at the track, and fireworks.
- Continued partnership with NASCAR Grassroots and Darlington Raceway cross promotion.
- Hosting Memorial races, Military Appreciation Nights, First Responders/Law Enforcement Night/Etc.
- Adding 2 new divisions for kids, 3- to 5-year-olds Juicebox Division, 6- to 7-year-olds Extreme Drifters
- Continued partnerships funding non-profits such as Veterans of Foreign Wars, Jackson Winkler Foundation, Saint Jude's Children's Research Hospital, Backpack Buddies, etc.
- Fan Appreciation "Season" \$5.00 off coupons distributed to fans throughout the year.

2024 Tentative Regular Season "Working" Schedule

(Released December 6, 2023, Original Version) Rev 3 02-09-2024.

*Denotes single points event **Denotes Double Points event

(Schedule, dates, and classes throughout season may be adjusted or altered as needed, and subject to change)

March

- Sat Mar 9 **Racing for Heroes "Saving Veteran's Lives Suicide Prevention" \$2500 to Win Enduro 100/4 cyl. Spring Fling**, Mod Lites, SCDRA, Econo 4, Juicebox Division & Lake View Extreme Drifters.
- Sat Mar 16 **Car Show** 4pm to 5pm, **Open Practice All Divisions** 5pm to 9pm
- Sat Mar 23 **Season Opener/Blue Ridge Outlaws \$2500 to Win!** Street Stock, Stock V8, OWM, SCDRA, B & B Vintage
- Sat Mar 30 Off

April

"King of The Carolinas" Round 1 Point Championship Begins

- Sat April 6 **Ultimate Super Late Models \$5000 to Win!** Street Stock*, Stock V8*, OWM*, SCDRA*, Juicebox Division & Lake View Extreme Drifters
- Sat April 13 Off
- Sat April 20 **Lake View Late Models Points Kick-Off \$2500 to Win!** * Super Street (COSSS), Street Stock*, Stock V8*, OWM*, SCDRA*, Jr. Mini Sprint.
- Fri April 26 **SCDRA Beach Bash Weekend Begins**, Qualifying, Pit Party, plus more TBA.
- Sat April 27 **SCDRA Beach Bash \$5000 to Win!** SCDRA Young Lions, **Lake View Late Models***, Stock V8*, OWM*, B & B Vintage, Juicebox Division & Lake View Extreme Drifters. (No Street Stock)

May

- Sat May 4 **Darlington Night/Tony William's Street Stock Special \$1500+ To Win! ****, **Lake View Late Models***, Stock V8*, OWM*, SCDRA*, B & B Vintage, Juicebox Division & Lake View Extreme Drifters.
- Sat May 11 Off (Points all classes Rain Date if Necessary)
- Sat May 18 **JD Pridgen Memorial/Lake View Late Models \$2500 to Win! ****, Street Stock*, Stock V8*, OWM*, SCDRA*, Econo 4, Juicebox Division & Lake View Extreme Drifters.
- Sat May 25 Off (No Racing)

June

- Sat June 1 **Lake View Late Models***, Street Stock*, Stock V8*, OWM*, SCDRA*, B & B Vintage, Jr. Mini Sprint, Juicebox Division & Lake View Extreme Drifters.
- Sat June 8 Off (Points all classes, Rain Date if Necessary)
- Sat June 15 **Sandra Miller Memorial/Lake View Late Models \$2500 to Win! ****, Super Street (COSSS), Street Stock*, Stock V8*, OWM*, Econo 4, Juicebox Division & Lake View Extreme Drifters.
- Sat June 22 Off (Points all classes, Rain Date if Necessary)
- Fri June 28 Open Practice/All Divisions
- Sat June 29 **Larry Long Memorial/Steel Block Bandits/Lake View Late Models (Double Points) \$5000 to Win! **** Street Stock**, Stock V8**, OWM**, SCDRA**, Mod Lites, Juicebox Division & Lake View Extreme Drifters, (End of Round 1, Double Points all Regular classes)

KOC Round 1 Point Championship Ends

July

No Racing

*****Closed for Summer Break*****

August

“King of The Carolinas”

Round 2 Point Championship Begins

- Sat August 3 **Lake View Late Models****, Street Stock**, Stock V8**, OWM**, SCDRA**. (Double Points)
- Sat August 10 **Edwards Family Memorial/Ultimate Super Late Models Throwback \$5000 to Win. Kids Back to School Supplies Night**
Street Stock*, Stock V8*, OWM*, SCDRA*, Juicebox Division, Lake View Extreme Drifters.
- Sat August 17 Off (Points all classes, Rain Date if Necessary)
- Sat August 24 **Lake View Late Models***, Street Stock*, Stock V8*, OWM*, SCDRA*, B & B Vintage.
- Sat August 31 Off (No Racing)

September

- Sat Sept 7 **Lake View Late Models***, Super Street (COSSS) Street Stock*, Stock V8*, OWM*, SCDRA*, Econo 4.
- Sat Sept 14 **Lake View Late Models****, Street Stock*, Stock V8*, OWM*, SCDRA*, Econo 4, plus more TBA (Last race of the year for Lake View Late Models Double Points.)
- Sat Sept 28 **Blue Ridge Outlaws Late Models \$2500 to Win!, Southern Wedge Late Models, First Responders Night/J Winklers Stock V8 \$1000+ to Win!****, OWM**, Super Street (COSSS) Street Stock**, SCDRA**, Econo 4, B & B Vintage, Juicebox Division, Lake View Extreme Drifters. (Double Points all Regular Classes)

KOC Round 2 Point Championship Ends/2024 Season Ends



523 Race Track Rd, Nichols, SC 29581

2024 Racing Season SPONSORSHIP OPPORTUNITIES

Lake View Motor Speedway is a 4/10 Mile High Banked Clay oval located 3 miles south of Lake View, SC that host weekly dirt racing featuring Late Models, Street Stocks, Stock V8, Sport Compact and Modifieds. Several touring series also visit the track multiple times a season. We offer an outreach of over 23k on Facebook and up to several thousand at the track for events.

SPONSORSHIP PACKAGES



\$750

PACKAGE 1

Front Stretch Sign 4'x8' + Loudspeaker mentions every event.



\$1500

PACKAGE 2

Package 1 + Social Media name and logo on randomly posted event flyers throughout the season on Facebook with over 23,000 followers



\$3000

PACKAGE 3

Package 1 & 2 + Special Night for that business where all employees get honored on the front stretch with free promotional giveaways.



\$????

CUSTOM PREMIUM PACKAGE

Everything Above +
Car class named after your business \$1000.00
Hand held Sign in all victory lane winner photographs \$1000.00
Large name/logo on water truck \$1000.00
Large 10 x 12 Billboard on pit building wall \$2000.00

~All Packages are Negotiable to fit your business~

Contacts: Kevin Miller; 843-468-8784 / Wildgators89@Outlook.com
Scott Tripp; 843-385-6610 / Scott@mst-hvac.com

WWW.LAKEVIEWMOTORSPEEDWAY.COM

The Objective

Lake View Motor Speedway is pleased to submit this marketing proposal to support your company in achieving its marketing goals. As a local dirt track, reaching thousands of race fans each week, our mission is to build brand recognition of your product and drive demand of what you have to offer. Whether you are an established name or a new market contender, our team can help you build through effective advertising and put you in the eyes of thousands of potential customers from Lake View Motor Speedway and the surrounding area.

By the Numbers: (per night)

Car Counts range from 65+ with 5 classes, to 110+ with 7 classes.

Fans in the stands range from 350 to over 1000, max capacity 1800.

Pit Entries range from 400 to 800 per night.

Social media (Facebook)

Over 23,000+ followers daily in 2024 with up to 92,000+ post engagements.

Miscellaneous Additional Exposure Available and to be Negotiated.

- *Name/Logo on Misc. print items such as end of season Banquet Tickets
- *Opportunity to network and partner with other marketing partners at the track.
- *Free unlimited pit passes and grandstand tickets for all family and employees.
- *Unlimited use of racetrack property to showcase your products to our race fans.
- *Promotional tents can be set up and used for each race day fan and pit entry location.
- *Company name written out in all press releases after each race and sent to multiple media outlets.

CONCLUSION

Lake View Motor Speedway has continually proven to be an industry leader in customer satisfaction. We look forward to working with your company and are confident that we can provide you with the positive attention that you desire and deserve.

If you have any questions on this proposal, feel free to contact **Scott Tripp at 843-385-6610**. Email: Scott@mst-hvac.com. We would welcome a personal meeting to discuss any further options you may have questions about or would like to consider.

We are also open to customizing exposure based on your 2024 advertising budget. You are encouraged to visit our Facebook page Lake View Motor Speedway, and our website is www.lakeviewmotorspeedway.com. There, you will be able to see everything that we are involved in daily as well as information on each of our upcoming events.

Thank you for your consideration,

Scott & Sophie Tripp/Owners
Lake View Motor Speedway, LLC