



# SPEEDWAY MOTORSPORTS

2020

ANNUAL GIVING REPORT



## A LETTER FROM THE CEO

Welcome to the Speedway Motorsports 2020 Annual Giving Report. In addition to providing a remarkable experience for visitors to each of our eight world-class motorsports facilities, investing in the community and setting an example by helping those in need has been one of Speedway Motorsports' defining objectives since the company's inception.

Our best-in-class entertainment venues, in addition to our SMI Properties, Performance Racing Network and U.S. Legend Cars International subsidiaries, annually endeavor to enhance the quality of life for those in our community by making charitable donations, volunteering in our neighborhoods and committing our time and efforts to leaving a positive impact.

In addition to our successful work with Speedway Children's Charities – which has distributed more than \$59 million to children in need since 1982 – Speedway Motorsports and its invaluable volunteers have assisted nonprofit organizations with meaningful service projects and brought smiles to the faces of those they serve across the country.

While 2020 has been far from a typical year for everyone, we nonetheless rallied together to make an impact on the lives of others in some extraordinary ways. I am proud to present to you the Speedway Motorsports 2020 Annual Giving Report, which illustrates our efforts to give back to the communities who have given us so much, especially in a year where the challenges have been great for so many.

Sincerely,

A handwritten signature in white ink, appearing to read "Marcus G. Smith".

Marcus G. Smith  
CEO and President, Speedway Motorsports



A LETTER FROM THE CEO

# ON THE INSIDE

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Unprecedented in every way imaginable



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The year 2020 was unprecedented in every way imaginable. In the middle of a worldwide pandemic, fundraising and volunteer efforts were challenging. However, despite the challenges faced in 2020, we were given amazing opportunities to do what we do best, help our local communities thrive. Speedway Motorsports employees rallied together to serve in many areas of need from hosting food and blood drives to providing venues for socially distanced high school graduations, drive-in movies and other events. Our facilities and staff supported the efforts of frontline workers as well as others affected by crises unrelated to the COVID pandemic, all while continuing to meet the needs of children in our communities through Speedway Children's Charities.



# THE YEAR 2020



# CHILDREN IN NEED

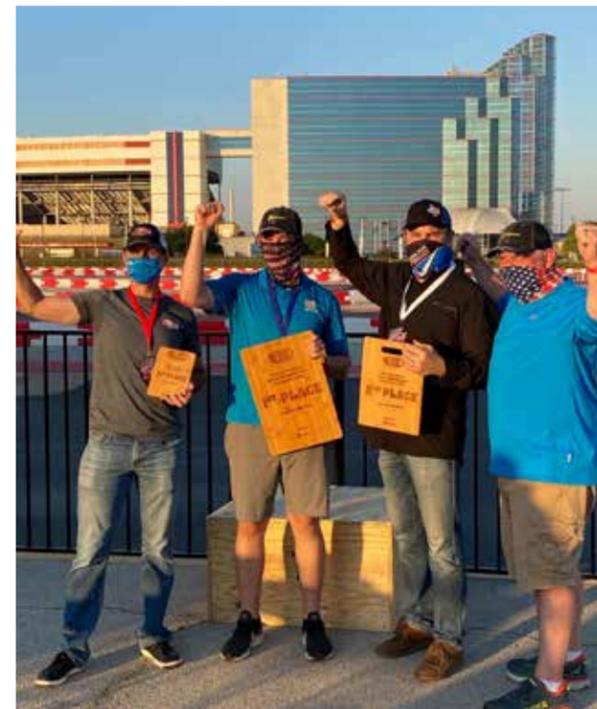
## SPEEDWAY CHILDREN'S CHARITIES

Speedway Children's Charities held a multitude of events in 2020 in very unique ways.



Limited by social distancing restrictions, our local chapters of Speedway Children's Charities got creative in 2020 to find engaging, entertaining ways to fundraise and continue their efforts to support local and regional children in need. From drive-in movie fundraisers and golf tournaments to online auctions for virtual driver meet-and-greets and laps on track for charity, Speedway Children's Charities held a multitude

of events in 2020 in very unique ways. Despite dramatic shifts in its fundraising efforts nationally, Speedway Children's Charities distributed \$1.1 million in grants in 2020 to organizations that will help serve the ongoing needs of 276,113 children.



# CRITICAL NEEDS

## FOOD DRIVES AND DISTRIBUTION

Providing food for over 21,000 individuals.

One of the most critical needs during 2020 was met by four of our speedways who held food drives and distribution events across the country.

Atlanta Motor Speedway hosted seven mobile market food drive-thru days in April and May, providing food for over 21,000 individuals.

The New Hampshire Motor Speedway, along with New Hampshire Army National Guard, brought a mobile food pantry to NHMS on May 9, which provided nearly nine tons of food for nearly 1,200 people in the surrounding areas.

Sonoma Raceway hosted its 20<sup>th</sup> annual Thanksgiving food drive, but for the first time ever, it was held virtually, Nov. 2-Dec. 5. Race fans were able to donate online and help feed families with holiday food baskets through six local food banks.

Throughout the pandemic, zMAX Dragway at Charlotte Motor Speedway served as a packing and distribution hub for Ester's Heart and the Convoy of Hope, with speedway staff volunteering to help sort and pack food items for local and regional families in need.



# OUR HEROES

## SUPPORT FOR FRONTLINE WORKERS & FIRST RESPONDERS

Frontline workers and first responders are the true heroes of 2020

Frontline workers and first responders are the true heroes of 2020. They have been essential to taking care of our communities and our speedways wanted to help and honor them.

To honor all the frontline grocery workers who courageously worked through the high points of the pandemic, Food City renamed their entitlement race at Bristol Motor Speedway to the Supermarket Heroes 500.

Las Vegas Motor Speedway, New Hampshire Motor Speedway and Sonoma Raceway served food to frontline workers at their local hospitals during the pandemic.

Several speedways including Las Vegas Motor Speedway and New Hampshire Motor Speedway donated PPE, gurneys and other medical supplies from their infield medical center to local health organizations. They also allowed relief trucks taking supplies to hard-hit areas at the onset of the pandemic to stage in our parking lots before making their way across the country to deliver PPE supplies. New Hampshire Motor Speedway also offered first responders a place to quarantine away from their homes if needed, and Charlotte Motor Speedway was used as a drive-thru testing site for thousands to be tested.

## THANK YOU

*Frontline workers and first responders are the true heroes of 2020. They have been essential to taking care of our communities and our speedways wanted to help and honor them.*

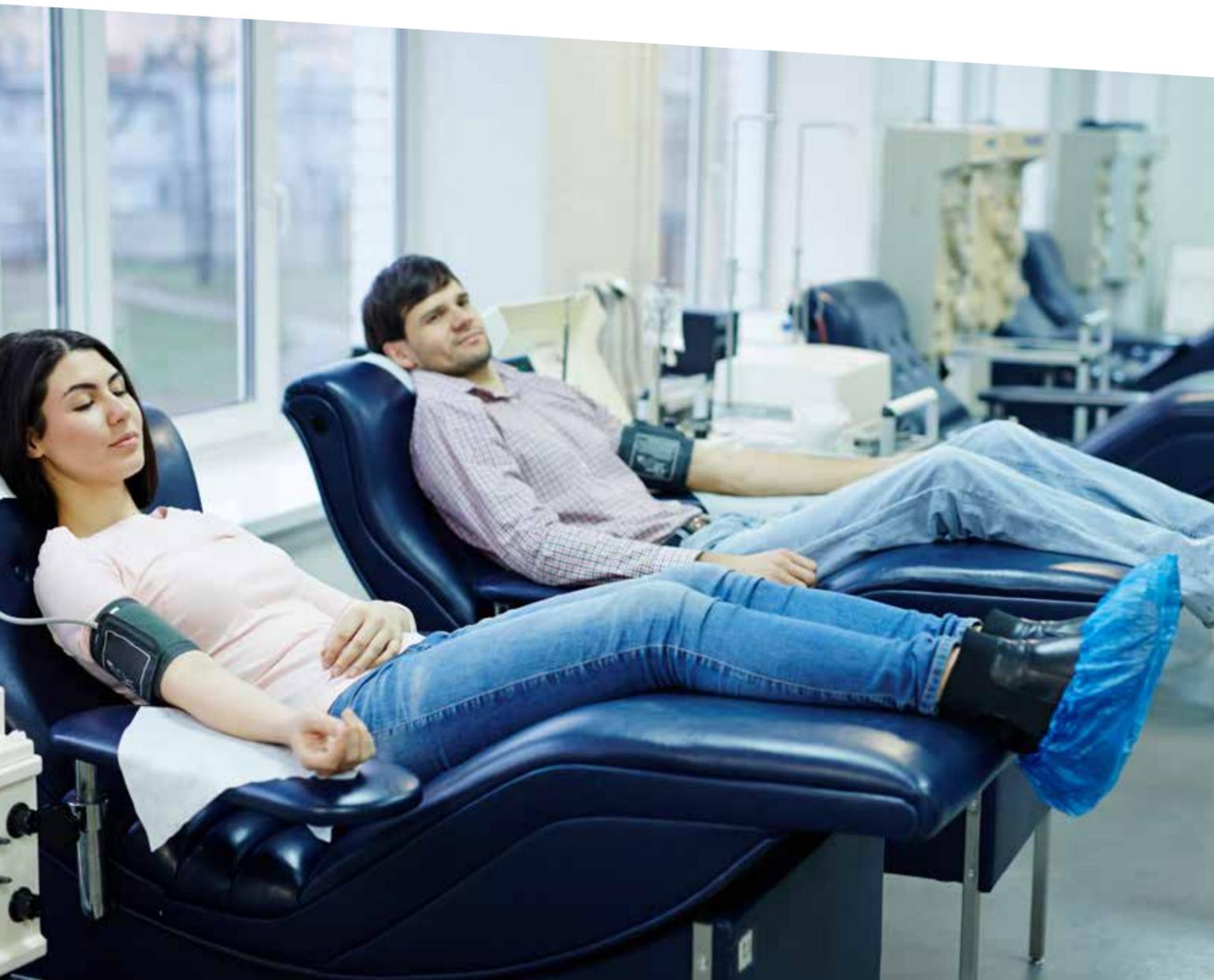


# SAVING LIVES BLOOD DRIVES

32 blood drives for local  
blood banks

Five of our speedways hosted blood drives to help with the growing need for blood donations. Atlanta Motor Speedway, Bristol Motor Speedway, Charlotte Motor Speedway,

Las Vegas Motor Speedway and Texas Motor Speedway hosted a combined 32 blood drives for local blood banks.



# CONGRATS!

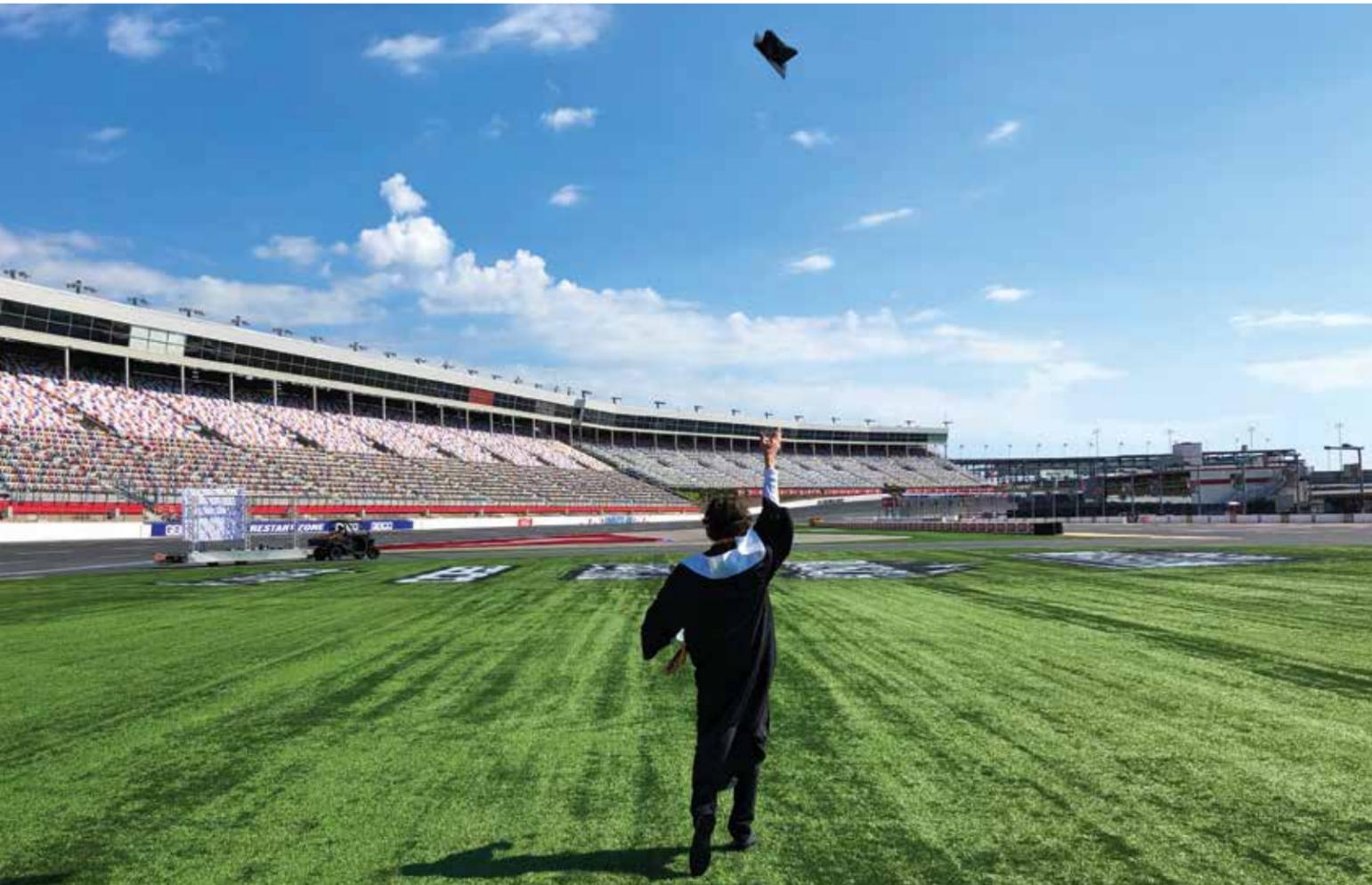
## HIGH SCHOOL GRADUATIONS

30 local high schools for more than 14,000 seniors

With indoor gatherings shut down for most of the country, our local high schools faced the challenge of honoring their graduating seniors in a safe way. Seven of our speedways, Atlanta Motor Speedway, Bristol Motor Speedway, Charlotte Motor Speedway, New Hampshire Motor Speedway, Kentucky Speedway, Las Vegas Motor Speedway and Texas Motor Speedway all opened their gates and finish lines to celebrate this important milestone in a unique way for thousands of graduating seniors. Texas Motor Speedway alone

held graduation ceremonies for more than 30 local high schools for more than 14,000 seniors. Graduates received their diplomas as they walked across the start/finish line while families and friends watched the procession on Big Hoss TV.

At Charlotte Motor Speedway, the program was so well-received that organizers have already announced plans to return to the speedway in 2021 for their commencement exercises.



# LIVE EVENTS

## SOCIALLY DISTANCED EVENTS

Many socially distanced events were held across all of our speedways

Live events and entertainment were greatly affected in 2020, but that just gave us a good reason to try some new things at our speedways. Many socially distanced events were held across all of our speedways so people could get out and have some fun while being safe.

Some of the socially distanced events held at our speedways include a 90-minute, high-energy laser light show and drive through dinosaur exhibit, Jurassic Quest at Atlanta Motor Speedway.

The Cincinnati region's booming, end-of-summer blowout, Western & Southern / WEBN Fireworks, were on display from the top-secret location – Kentucky Speedway in Sparta, Ky. – to comply with state and local orders preventing large gatherings during the pandemic. The annual Labor Day weekend show was broadcast live on TV.

Charlotte Motor Speedway hosted several drive-in summer music concerts, providing one of the first live concerts since the onset of the pandemic with a sold-out Avett Brothers show in August. This fall, a unique drive-thru Halloween event saw more than 1,200 guests register in less than 24 hours. Participants to the free event got the chance to drive on the track, collect MARS Wrigley candy and have their picture taken (in their vehicle) alongside a Kyle Busch show car on the start/finish line. Speedway Christmas also provided a socially distanced way to enjoy the 4 million lights to kick off the holiday season, along with holiday drive-in movies in the infield.

Transcendence Theatre Company, the award-winning, Sonoma County based theatre company, celebrated the holiday season with Broadway Holiday Experiences, festive nights of seasonal song and dance with a drive-in performance at Sonoma Raceway in December.

New Hampshire's 10<sup>th</sup> annual Gift of Lights featured 3.5 miles of dazzling holiday displays, with a portion of each admission benefiting the New Hampshire chapter of Speedway Children's Charities. Other local organizations that benefit from Gift of Lights are the Loudon Food Pantry and Loudon Firefighters Association.

At Bristol Motor Speedway, the milestone 10<sup>th</sup> running of Food City Speedway in Lights 5k kicked off the opening of Speedway in Lights. This year's socially distanced 5k run saw smaller groups of family and friends running/walking the course together. In its 24<sup>th</sup> season, this magical light show dazzles visitors with more than 2 million twinkling lights across a four-mile route on the Bristol Motor Speedway and Dragway property.

Many speedways hosted drive-in movie nights and drive-in concerts, both live on stage and on their massive TVs. Concerts included acts like Justin Moore, Major Lazer, Chris Janson, and Deadmau5.



# HELPING HANDS

## EMPLOYEE VOLUNTEER PROJECTS

Employees across the country volunteered their time and skills

Employees across the country volunteered their time and skills to assist local nonprofit groups in their endeavors throughout the year.

Atlanta Motor Speedway employees volunteered a total of 579 hours including giving their time at the Noah's Ark Animal Sanctuary and at the Henry County Water Authority Gardner Reservoir doing clean-up.

Sonoma Raceway employees did their part during the COVID pandemic, including Deanna Chase and Sarah Shada working with Bridgework Angels on the Golden

Gate Bridge, Diana Brennan serving food to those in need at Faith Food Fridays in June and Lauren Cracraft at a back-to-school and PPE supply distribution at Grace L Patterson Elementary School in August.

Charlotte Motor Speedway hosted an employee day of service in August. Seventy-five volunteers supported the Cabarrus County Parks & Recreation department through clean-up and park beautification, Cabarrus Meals on Wheels through meal delivery and One Blood/Atrium Health through blood donations.



# CHARITY

## OTHER COMMUNITY SUPPORT

Helping communities  
through other crises

The COVID pandemic was the major focus of 2020, but two of our speedways were able to support their local communities through other crises.

Bristol Motor Speedway invited members of the Northeast Tennessee region to drop off food and cleaning supplies

for fellow mid-Tennesseans who were devastated by the tornadoes in Nashville and Cookeville, Tenn. in early March.

Sonoma Raceway opened its 50 Acres campground to evacuees seeking temporary refuge from the Northern California fires in September.



TOGETHER  
*We Are*  
STRONGER







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## GET INVOLVED

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To Make a Donation to  
Speedway Children's Charities,  
Please Visit [SpeedwayCharities.org](http://SpeedwayCharities.org)