



# **TEAM & PUBLIC RELATIONS INFORMATION HANDBOOK**



## **MARKETING & COMMUNICATION**



## Key Information for Marketing & Communications Representatives

This handbook was created by the Marketing and Communications Department at ARCA. It is intended to provide ARCA race teams with key information for reference throughout the ARCA Menards Series season.

Please feel free to contact the ARCA marketing and communications staff if you have additional questions. Also, you may visit [arcaracing.com](http://arcaracing.com).

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# ARCA



## Contact Information

Automobile Racing Club of America  
P.O. Box 380  
7980 Lewis Ave.  
Temperance, MI 48182  
(734) 847-6726  
**Office Hours:** 9 a.m. - 5 p.m. EST, Monday-Friday

***arcaracing.com***

## ARCA Communications Department

Charlie Krall, Communications Manager  
Cell: (419) 262-0558  
[ckrall@arcaracing.com](mailto:ckrall@arcaracing.com)

Tadd Haislop, Manager, Digital Editorial  
Cell: 704-785-5547  
[thaislop@nascar.com](mailto:thaislop@nascar.com)

Adam Fenwick, Sr. Coordinator, Digital Editorial  
Cell: 704-654-9090  
[afenwick@nascar.com](mailto:afenwick@nascar.com)

Ray Smith, Director, Racing Communications, NASCAR  
Cell: 386-547-1686  
[raysmith@nascar.com](mailto:raysmith@nascar.com)



## ARCA staff

| Name             | Title                                         | E-mail                                                                 | Office         |
|------------------|-----------------------------------------------|------------------------------------------------------------------------|----------------|
| Ron Drager       | President                                     |                                                                        | (734) 847-6726 |
| Jesse Harris     | Managing Director, Sales and Marketing        | <a href="mailto:jaharris@arcaracing.com">jaharris@arcaracing.com</a>   | (734) 206-4179 |
| Grayling Call    | Senior Director of Competition and Operations | <a href="mailto:gcall@arcaracing.com">gcall@arcaracing.com</a>         | (734) 206-4176 |
| Joe Wells        | Director of Race Administration               | <a href="mailto:jwells@arcaracing.com">jwells@arcaracing.com</a>       | (734) 206-4178 |
| Mike Hower       | Manager, Logistics & Event Operations         | <a href="mailto:mhower@arcaracing.com">mhower@arcaracing.com</a>       | (734) 604-7037 |
| Bobby Thomsen    | Technical Services Director                   | <a href="mailto:rthomsen@arcaracing.com">rthomsen@arcaracing.com</a>   | (734) 206-4177 |
| Charles Krall    | Communications Manager                        | <a href="mailto:ckrall@arcaracing.com">ckrall@arcaracing.com</a>       | (734) 206-4182 |
| Jake Stotz       | Sr. Manager, Marketing Operations and Events  | <a href="mailto:jstotz@arcaracing.com">jstotz@arcaracing.com</a>       | (734) 206-4180 |
| Shalene Williams | Accounting and Billing Manager                | <a href="mailto:swilliams@arcaracing.com">swilliams@arcaracing.com</a> | (734) 206-4172 |
| Tyler Reamer     | Manager, Members & Employee Services          | <a href="mailto:treamer@arcaracing.com">treamer@arcaracing.com</a>     | (734) 206-4171 |
| Dan Stuart       | Director, Partnership Marketing               | <a href="mailto:lstuart@arcaracing.com">lstuart@arcaracing.com</a>     | (734) 206-4181 |
| Deb Meier        | Manager, Credentials                          | <a href="mailto:dmeier@arcaracing.com">dmeier@arcaracing.com</a>       | (317) 696-7037 |

# Race Event Information

## TEAM CREDENTIALS

All team credentials are to be obtained by the race team through ARCA Credentials. Teams are reminded that in order to set up an account for an event, both a Team Credential Authorization list and method of payment must be established with the ARCA Credentials Team prior to the first team member signing in for credentials.

**Race team participant**, as defined below will need either an ARCA Photo ID annual license or an ARCA annual license. Prices are listed on ARCA license applications. Both of these licenses carry full medical benefits as described on the membership application and in the ARCA Rulebook. All individuals with race team duties that involve any type of hands-on activities in the garage, or on pit road, need one of these licenses. These licenses may be secured in advance of the race event through the ARCA office or at ARCA Credentials at each event.

With an **ARCA Photo ID** annual license there is no charge per race since per-race credential fees are prepaid in the initial cost of the Photo ID annual license. With an ARCA Photo ID annual license, the license holder is authorized to bypass ARCA Credentials outside the track using the ARCA Photo ID license as a credential for each race. A Release and Waiver, located inside the ARCA Menards Series transporter, must be signed immediately upon entering the garage area at each race event. This license is suggested for individuals attending all or most of the season's ARCA Menards Series races, and for those who value the convenience of bypassing the process of obtaining a credential for each race at ARCA Credentials.

With an ARCA annual license, there is a \$30 charge per race. The license holder must obtain a credential for each race at ARCA Credentials outside the track prior to entering the garage/pit area.

**Non race team participants** as defined below will need a single event license (SEL). There is a \$90 charge per race. This credential is suggested for guests, family members, and/or sponsors who will not be involved in any type of hands-on activities in the garage or on pit road, and who will be attending only a handful of races per season.

All Team Credential forms are available at the [ARCARacing.com](http://ARCARacing.com) Competitor Site.

## ARCA PIT/GARAGE AREA DRESS CODE

Since all team credentials allow the holder access to the insurance-restricted hot pit area, all rules and regulations governing acceptable activities, dress code, age restrictions, etc. must be adhered to.

**RACE TEAM PARTICIPANT:** All team members present in the live/hot pit area and/or actively participating in the race event activities (driver, owner, crew member, spotter, team public relations/marketing representative, etc.) must comply with the established dress code as follows: No bare midriff, no sleeveless shirts, full length pants/no shorts, full coverage footwear/no open-toed shoes.

**NON RACE TEAM PARTICIPANT:** Fans, sponsors, guests, family members not actively participating in the race event (see above) must only comply with the following: No bare midriff, no short shorts, no short skirts (mid-thigh), no open-toed footwear/flip flops.

## MINOR ACCESS TO PIT/GARAGE AREA

Upon request of a team driver, owner or crew chief, minors under the age of 14 may be granted access to the garage area under the following guideline: The minor must be on the hand of a credentialed adult, gate to the transporter and transporter to the gate. Minors under the age of 14 are not eligible to be issued credentials and may not be in the general garage area, only inside the transporter, and only upon request/permission. Under no circumstances, and at no time, are uncredentialed minors allowed in any hot pit area, including pit road and/or on the team pit box during any on-track activity. Track procedures regarding minors, credentialed or not, under the age of 18 may vary.

# Media Rights

## ARCA Broadcast & Image Rights

Teams are prohibited from any and all video capture without the express written consent of ARCA. ARCA, exclusively and in perpetuity, owns any and all rights to broadcast, transmit, film, tape, capture, overhear, photograph, collect or record by any means, process, medium, or device (including but not limited to television, cable television, radio, pay-per-view, closed circuit television, satellite signal, film productions, audiotape productions, transmissions over the Internet, public and private online services authorized by ARCA, sales and other commercial projects and the like), whether or not currently in existence, all images, sounds and data (including but not limited to in-car audio, in-car video, in-car radio, other electronic transmissions between cars and crews, and timing and scoring information) arising from or during any ARCA event and ARCA is the sole owner of any and all copyrights, and proprietary rights worldwide in and to these works, and in and to any other works, copyrightable or otherwise created from the images, sounds and data arising from or during any ARCA event.

ARCA owns or licenses all copyright rights in the text, images, photographs, video, audio, graphics, user interface, and other content and the selection, coordination, and arrangement of such content (whether by ARCA or by user) to the full extent provided under the copyright laws of the United States and other countries. Unless expressly provided, viewers are prohibited from copying, reproducing, modifying, distributing, displaying, performing or transmitting any of the contents for any purposes. The capture of video is not permitted without the express written consent of ARCA.

Exceptions to the above are granted in select instances, on a case-by-case basis, and only by contacting, in advance, **Jesse Harris**, Director of Sales and Marketing, at [jaharris@arcaracing.com](mailto:jaharris@arcaracing.com).

## Advertising and Promotions Release

In consideration of the awards for an ARCA Menards Series event and of ARCA's sanctioning of an ARCA Menards Series race event, when a car owner and driver, individually and jointly, submit an entry blank to ARCA, they are agreeing that ARCA and its authorized agents and assigns, may use the name, likeness and performance, including photographs, images and sounds of a car owner, driver and/or vehicles in any way, medium or material (including but not limited to broadcasts by television, cable television, radio, pay-per-view, closed circuit television, satellite signal, digital signal, film productions, audiotape productions, transmissions over the Internet, public and private online services authorized by ARCA, and the like) for promoting, advertising, or reporting any ARCA-sanctioned event before, during and after such event.

With submission of an entry blank, a driver and team relinquish to ARCA all rights thereto for such purposes; provided, however, that the driver and team shall retain the exclusive use of name, picture and likeness in connection with product endorsements and the sale of products, services, concessions and merchandise.

## On Board Cameras

On-Board Camera packages for most ARCA Menards Series events scheduled for broadcast on FOX Sports are available for purchase by teams and/or team sponsors. Teams will be required to enter into formal contractual agreements and payment must be received in advance of camera installation for each event.

Teams interested in purchasing on-board camera packages should contact **Jesse Harris** via email at [jaharris@arcaracing.com](mailto:jaharris@arcaracing.com).

# The Media Center

Many tracks hosting ARCA Menards Series events offer a media center where race teams can distribute media packets and other information. In select cases, the host racetrack may be able to provide a workstation complete with internet access by requesting a media credential. These credentials are reserved for working, deadline media only. In general, media credential requests should be written on company letterhead and submitted to the credential coordinator at the host racetrack at least four weeks in advance. Media center access is to be used as a supplement to your ARCA credentials; ARCA Menards Series Team Public Relations Representatives will still need to acquire the proper ARCA credentials.

As race event weekends continue to expand to include more and more on-track activity, the media centers at ARCA Menards Series host racetracks have become increasingly congested. As such, it has become increasingly difficult to obtain media center credentials. While each individual track has its own policy, in general, these credentials are reserved for working, deadline media only. See below for an example of a proper media center credential request.

## Media Center Credential Request - Example

### ABC Communications

123 Anywhere Lane – Suite 200  
Poland, OH 44514

April 19, 2018

Michigan International Speedway  
Attention: Jason Lucas  
12626 U.S. 12  
Brooklyn, MI 49230

Jason,

This letter serves as an official media credential request for the upcoming ARCA Menards Series race, the Michigan ARCA 200, at Michigan International Speedway. I would like to request media center access for myself (John Smith) and Ann Worthington. I will be handling all of the public relations for Dean Whipple and the No. 11 team, while Ann will be handling the public relations for the No. 51 team and Rowdy Burns. We both request an all access sticker, a hot pass, and a media center access sticker, please.

#### Specify the events and dates needed for credentials:

Michigan ARCA 200 – June 6-7, 2018

| Name:           | Duties:          |
|-----------------|------------------|
| John Smith      | Public Relations |
| Ann Worthington | Public Relations |

Thank you again in advance for your assistance.

Thank you,

John Smith  
ABC Communications  
123 Anywhere Lane – Suite 200  
Poland, OH 44514  
(330) 555-8440  
john@abccommpr.net

## Media Center Conduct

The infield media center should be treated as a working newsroom. ARCA credentialed personnel granted access to the media center shall maintain a professional demeanor with regard to appearance and actions.

## Required Media Center Interviews

The winning car and driver must report to Victory Lane as designated by ARCA Officials and follow all given directions. All others must report to the established location of post-race impound until released by ARCA Officials after inspection/removal of issued equipment. In some cases, ARCA host racetracks request that the General Tire Pole Award winner makes an appearance in the media center after qualifying for a quick interview session with local media members. Occasionally, such an appearance will not be necessary and a member of the ARCA communications department will meet the driver at the General Tire Pole Award ceremony to inform them.

After each race, the top three finishers should report to the media center immediately after Victory Lane media question and answer session.

We ask that race teams cooperate with additional media requests as they arise. These are common, especially in the instance that a local driver - a Lansing, Mich. driver at Michigan or a Philadelphia driver at Pocono - finishes in the top five or qualifies well.

Formal press announcements can be arranged through coordination with the track and ARCA.

## Distributing Information in the Media Center

Many ARCA Menards Series teams find that the most efficient way to distribute their press packets is to hand deliver information – printed or digital – directly to the members of the media at the beginning of a race event weekend. Please remember to pick up any unused materials at the conclusion of the event.

Track public relations representatives are willing to assist you. Contact information is available in the track information section at the back of this booklet.

## Tell Your Story

During race event weekends, the ARCA communications department staffs the media center with a representative to serve as a liaison among the series, teams, sponsors, media representatives and the track. One of our at-track roles is to provide a recap package at the conclusion of any ARCA Menards Series on-track activity. If something newsworthy occurs regarding to your team, please provide us with quotes from your driver or crew chief along with a detailed description of what occurred. This information can be handed off to any ARCA official who is part of the public relations or marketing staff and they will ensure that it gets to the proper location. You may also e-mail [ckrall@arcaracing.com](mailto:ckrall@arcaracing.com) with any notable information. Getting the information to an ARCA staff member quickly is vital.

ARCA's website and digital channels are maintained by NASCAR Digital Media. Please include Tadd Haislop [thaislop@nascar.com](mailto:thaislop@nascar.com), Adam Fenwick [afenwick@nascar.com](mailto:afenwick@nascar.com), Brandon White [bwhite@nascar.com](mailto:bwhite@nascar.com), and Susan Wong [swong@nascar.com](mailto:swong@nascar.com) in your distribution list.

Interesting news items are always helpful. It may not seem like news to you, but if your driver is involved in a charity effort, has a special guest at the track, or had to have a team member drive 10 hours through the night to pick up one engine part back in North Carolina, the story deserves to be told. Do not be bashful.

Examples of the output provided to the media by the ARCA Menards Series communications department are shown on the following pages.

# Driver/Team Publicity

## How does my driver get noticed?

The best way to media and television coverage in ARCA Menards Series events is to run well and consistently battle for wins.

Alternatively, there are several steps that team public relations representatives can take to enhance a team's chances of print, digital and TV coverage:

### 1. INTRODUCE YOUR DRIVER

Reporters need a name to go with a face. There can be up to 40 drivers in an ARCA Menards Series race, and it's important to make your driver stand out, especially with all 20 races televised annually and so many new faces in the ARCA Menards Series year after year.

Drivers should personally introduce themselves and talk to members of the media. The television team makes it a point to walk around the ARCA garage area on event weekends. If you see them, introduce yourself and your driver. It could be a move that pays off and produces major dividends in your driver's career.

### 2. GET THE WORD OUT: PRACTICE PUBLIC RELATIONS FROM PIT ROAD

Many television broadcasts are now called remotely, for instance from a studio in Charlotte. If broadcast talent is not on site at the track, provide information and updates via email, text, and social media messages to them.

There will be at least one pit reporter or producer at ARCA events. In particular, Pit Road Reporters are looking for unique information that could make it onto the air and give your driver and sponsor additional attention.

### 3. BE ACCURATE AND UPDATED WITH INFORMATION

Have up-to-date stats on your driver. Take the time to compare these statistics with those that ARCA is using on the website, in press releases and media center materials to ensure accuracy on both ends. One idea is to have a 5x7 card with important information about your driver and team that you could hand to pit road reporters during the race. Another hint is to keep track of your driver's pit stops. When the Pit Road Reporters are looking for this information, have it ready for them.

# Team Press Release Tutorial

## ARCARacing.com – The Official Internet Home of the ARCA Menards Series

Teams should send their pre-race and post-race releases to ARCA for publication. If there's a release about anything involving your team, send it along. Publication on [arcaracing.com](http://arcaracing.com) is contingent on team success, promptness, and the overall quality of the release. Homepage coverage is not guaranteed for any team, but there's no question that the best stories will be published, given that they are well written and submitted in a timely fashion.

**ARCA asks that pre-race releases are submitted to [ckrall@arcaracing.com](mailto:ckrall@arcaracing.com) no later than noon EST Wednesday on the week of an event. Post-race releases should be sent no later than 24 hours after the checkered flag of a race event.**

The very nature of the ARCA Menards Series schedule, with long gaps between early season races, means that ARCARacing.com is always on the lookout for original content. Be prepared to submit releases outside of standard race coverage, and your driver will have an easier route to the top of the home page.

### Content

Team press releases should be timely, accurate, and newsworthy. If your driver wins at Pocono, it does not help your team efforts if ARCA doesn't receive the release until teams are arriving for the Michigan race the next week. Find unique and interesting stories about your team, use active and interesting quotes and be different.

Considering the large volume of releases, ARCA often does not have time to fact check or correct spelling/grammatical errors in your press releases. Please thoroughly spell check and proofread your press release before you send it to ARCARacing.com or any other entity. Many publishing groups simply copy and paste into a web system, and errors do not reflect well upon ARCA or your team.

If ARCA receives multiple press releases from one team that are extremely similar, it is most likely that only one will be used.

### Format

The opening of your team press release should include the team and driver names, a reference to the **ARCA Menards Series**, and proper reference to both the track hosting the event and the race event sponsor. All press releases should be written in the AP news style format.

When referencing the series, please make sure that ARCA is written in ALL CAPITAL LETTERS. Capitalize the "M" in Menards only. The Series should be called the "ARCA Menards Series" upon first reference and can be abbreviated to "Menards Series" on all further references. When sending your release via mass e-mail, please limit use of the ARCA Menards Series logo to the bottom of your press release.

The end of your press release needs to include your name, contact number and e-mail address.

## Print and Electronic Media Distribution

ARCARacing.com is not the only way to distribute your team press releases. The number of racing websites posting ARCA Menards Series team press releases has grown over the last several years. In addition, daily newspapers, magazines, racing trade papers, radio stations and local television news affiliates are all important components of your team's public relations efforts and should be considered.

Securing placement in anything from a traditional daily publication to a racing trade publication is important to your brand. Your sponsors will thank you.

## Building Media Contact Lists

There are several resources available to help race teams build media contact lists. Since most media outlets maintain a local scope, the best way to start is by building a media list around both your driver's hometown and current residence.

ARCA maintains its own media contact list and will share it with team PR representatives upon request.

## Social Media Updates

ARCA will share event information and updates on all of its social handles, on X (formerly Twitter), Facebook, and Instagram. Teams and drivers are encouraged to tag ARCA accounts and ARCA will in turn make efforts to amplify team messaging across all platforms.

## ARCA Racing Series Driver Headshots

ARCA **requires** that all drivers have a headshot photo on file before any on-track activity. Listen for announcements at driver meetings regarding headshot photo times and locations.

***Drivers must be in uniform with the proper required uniform patches for their ARCA driver headshot.***

# Driver Appearances

## At-Track Autograph Sessions

In order to strengthen the ARCA Menards Series brand and to develop the relationship between the ticket-buying race fan and the driver, ARCA regularly schedules at-track driver autograph sessions. These autograph sessions are especially popular at our short tracks, but sometimes occur at our superspeedways as well. All required-attendance autograph sessions are listed on our race event schedules, which are posted under the ARCA Menards Series event info section of [ARCARacing.com](http://ARCARacing.com). Drivers must appear at the autograph session in a timely manner, as attendance is taken at the required-attendance autograph sessions. Per official entry blank and ARCA Rulebook, penalties may be issued to drivers who do not attend mandatory autograph sessions.

## Off-Site Driver Appearances

The series participates in off-site driver appearances and autograph sessions when the event organizer can clearly outline the benefits of such an event. Many times, the sponsoring entity has preferences over which drivers or teams participate in these events and ARCA makes every attempt to satisfy such requests. In addition, we keep a working list of drivers and teams that would like to be considered for all autograph sessions. If your team would like to be included in this list, send an e-mail to [jstotz@arcaracing.com](mailto:jstotz@arcaracing.com).

We ask that drivers who agree to participate in these appearances maintain a professional, neat appearance, bring the appropriate hero cards, and show up when they say they are going to. We understand that many ARCA Menards Series drivers juggle a full plate of responsibilities, but if you make a commitment to attend an autograph session and fail to appear, you are unlikely to receive future invitations.

## Show Cars

Occasionally, we get requests for show car appearances. If your race team has a car dedicated to such appearances, send an e-mail to [jstotz@arcaracing.com](mailto:jstotz@arcaracing.com) and let us know so that we can add you to our list of teams willing to participate in such events.

## Menards Store Appearances

If your driver is interested in an appearance in race markets where Menards stores are located, send an email to Jeff Abbott [jabbott@menard-inc.com](mailto:jabbott@menard-inc.com) to inquire about availability and times.

# Team Compliance

## Attendance

At each ARCA Menards Series race event there are several required meetings, including a first-time driver meeting, a rookie driver meeting, and a pre-race driver/spotter/crew chief meeting. Meeting times are posted at [ARCARacing.com](http://ARCARacing.com) and can be accessed by clicking on the Event Info and Schedule section. Times also are posted at-track, at the back of the Official ARCA Menards Series transporter. Penalties are imposed for being late or not attending meetings.

## Driver Introductions

The entire ARCA Menards Series starting field is required to attend driver introduction ceremonies. While the pre-race agenda varies from event to event. Pre-race times are listed on the event schedule available at the ARCA trailer and on [ARCARacing.com](http://ARCARacing.com). Penalties are imposed for missing Driver Intros.

## Victory Lane/Media Interviews

Depending on your team's final finish position, you may have post-race media responsibilities. The race event winner at the conclusion of every ARCA Menards Series event needs to report to Victory Lane for post-race ceremonies. Following post-race ceremonies, the race event winner should report immediately to the media center, where applicable, for interviews.

During televised events, drivers finishing in positions two through five, unless otherwise instructed, should stay next to their car for an opportunity to be interviewed by a television pit road reporter. Following their television interview, the second- and third-place finishers should report immediately to the infield media center for a post-race interview.

In addition, the top-five finishers, drivers in the midst of a tight point battle and teams that were newsworthy during a race event should submit a detailed, interesting driver quote to ARCA. E-mail the quote to [ckrall@arcaracing.com](mailto:ckrall@arcaracing.com) immediately after the event.

Occasionally, a member of the ARCA communications staff will approach your driver after he or she exits the car to secure an interview.

## Driver Uniform Logos and Race Car Decals

The ARCA Menards Series requires that ALL DRIVERS display the ARCA Menards Series, Menards, General Tire, and Sunoco Race Fuels on their uniform. Additional logos are required in order to be eligible for sponsor contingency awards. The ARCA Menards Series has a recommended driver uniform and racecar decal placement guide. See **Jesse Harris** or **Jake Stotz** for more details. Per official entry blank and ARCA Rulebook, penalties may be issued to participants out of compliance.

## RV Parking Pass Requests

Most ARCA host racetracks handle driver and team owner RV parking pass requests. Contact the respective speedway's credential office well in advance of the event with your request. Contact information can be found in the track information section at the back of this guide.

## Parking

Selected tracks require vehicle parking passes and provide a limited quantity to ARCA for distribution to race teams at ARCA Credentials.

# Team Sponsor Guidelines

By submission of an application for membership, each owner agrees that ARCA, in its sole discretion, has the right of approval for all aspects of any sponsorship program, including but not limited to images, graphics, logos, identification, presentation and implementation.

In the best interests of auto racing generally and Series host track relationships, and in cooperation with television broadcast agreements and series sponsorship agreements, the following are general guidelines for each owner's consideration (These guidelines are subject to change at anytime):

## Unacceptable commercial classifications include but are not limited to the following:

1. Companies which directly compete with the Official Gasoline Sponsor of ARCA (Sunoco) and/or manufacture or sell petroleum-based gasoline and racing gas products. This does not include motor oil or oil additives, provided that the advertiser clearly and unequivocally identifies a specific product which is not gasoline or the retail sales outlet for branded gasoline.
2. Companies which directly compete with the Official Tire Sponsor of ARCA (General Tire) and/or manufacture tires for motorized vehicles, including Racing Tires.
3. Controlled Substance. A controlled substance is a chemical or drug whose manufacture, possession, or use is regulated by the government, and deemed illegal as defined by the Controlled Substance Act. The Controlled Substance Act (CSA) places all substances which are in some manner regulated under existing federal law into one of five schedules. This placement is based upon the substance's medical use, potential for abuse, and safety or dependence liability.
4. Companies which have alcohol, liquor and/or distilled spirits brands utilizing drivers whose age is less than the minimum legal age for consumption.
5. Cigarettes, chewing tobacco, snuff tobacco and small cigars. Tobacco sponsorships must comply with the master settlement as agreed upon between the US Government and the Tobacco Industry.
6. Firearms, fireworks, ammunition and other weapons.
7. Anti-law enforcement devices.
8. Organizations whose purpose, beliefs and/or conduct, past or present, may be considered negative, controversial or could be viewed as offensive.
9. Political Marketing campaigns which may be deemed controversial, negative, or partisan.
10. Presentations promoting fortune telling, astrology, phrenology, palm reading numerology, mind reading, character reading, or other occult pursuits. (Presentations for the purpose of entertainment, e.g. magic shows, will be considered individually).
11. Advertisements for the purpose of promoting illegal betting or lotteries, including on line gaming or any illegal activity.
12. "Adult" or sexually related materials, forums or venues including but not limited to magazines, movies and web sites, store fronts or clubs promoting nude or partially nude acts, and Massage parlors.
13. Abortion services.
14. Matrimonial, escort or dating services.
15. You may not associate ARCA stock car themed imagery with the following images or phrases:
  - a. Violent or disparaging images
  - b. Car wrecks or graphics depicting fire
  - c. Vulgar material
  - d. Firearms, fireworks and ammunition
  - e. Solicitation of funds
  - f. Illegal activities

## Questionable commercial classifications:

1. Alcohol, liquor and distilled spirits, with special emphasis on drivers whose age is above the minimum legal age for consumption (responsible consumption message may be required in sponsorship presentation/ execution/ activation).
2. Sexual Enhancement devices or drugs, condoms or birth control devices or drugs.
3. Casinos, Lotteries, Gambling and / or Gambling Establishments.

Teams with potential sponsorship that may fall into a questionable classification must contact Jake Stotz via email at [jstotz@arcaracing.com](mailto:jstotz@arcaracing.com) for prior approval, in writing. ARCA may request a formal marketing plan for the proposed sponsor, including but not limited to race vehicle/transporter/uniforms graphic mock-up and details of sponsor presentation and execution/activation plan. **ARCA MAY REJECT ANY PLAN OR SPONSOR IN ITS SOLE DISCRETION, WITHOUT REFERENCE TO THESE GUIDELINES.**

**Current February 1, 2024**

# ARCA Menards Series Track Directory

## Berlin Raceway

**Race date:** Saturday, June 29

**Website:** [BerlinRaceway.com](http://BerlinRaceway.com)

|               |                                                                                                  |
|---------------|--------------------------------------------------------------------------------------------------|
| Location      | Marne, Michigan                                                                                  |
| Address       | 2060 Berlin Fair Drive Marne MI 49435                                                            |
| Track layout  | 0.438-mile asphalt oval, turns banked 8-11 degrees                                               |
| Tickets       | (616) 677-5000                                                                                   |
| Promoter      | Jeff Striegle, 616-813-3084 <a href="mailto:jeff.striegle@gmail.com">jeff.striegle@gmail.com</a> |
| Media Contact | Nick Mesman <a href="mailto:nick@berlinraceway.com">nick@berlinraceway.com</a>                   |
| RV & Camping  | Nick Mesman <a href="mailto:nick@berlinraceway.com">nick@berlinraceway.com</a>                   |

## Bristol Motor Speedway

**Race date:** Thursday, September 19

**Website:** [BristolMotorSpeedway.com](http://BristolMotorSpeedway.com)

|               |                                                                                                         |
|---------------|---------------------------------------------------------------------------------------------------------|
| Location      | Bristol, Tennessee                                                                                      |
| Address       | 151 Speedway Blvd., Bristol, TN 37620                                                                   |
| Track layout  | 0.533-mile concrete oval, turns banked 26 degrees                                                       |
| Tickets       | (866) 415-4158                                                                                          |
| Promoter      | Jerry Caldwell                                                                                          |
| Media Contact | Becky Cox, <a href="mailto:bcox@bristolmotorspeedway.com">bcox@bristolmotorspeedway.com</a>             |
| RV & Camping  | Elizabeth Graham <a href="mailto:egraham@bristolmotorspeedway.com">egraham@bristolmotorspeedway.com</a> |

## CHARLOTTE MOTOR SPEEDWAY

**Race date:** Friday, May 24

**Website:** [CharlotteMotorSpeedway.com](http://CharlotteMotorSpeedway.com)



|                    |                                                                                                                                                                                                                    |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location           | Concord, NC                                                                                                                                                                                                        |
| Address            | 5555 Concord Pkwy S, Concord, NC 28027                                                                                                                                                                             |
| Track layout       | 1.5-mile paved quad-oval, 24-degree banking                                                                                                                                                                        |
| Telephone          | (704) 455-3200                                                                                                                                                                                                     |
| Tickets            | (800) 455-FANS                                                                                                                                                                                                     |
| Promoter           | Greg Walter – EVP & GM                                                                                                                                                                                             |
| President          | Marcus Smith                                                                                                                                                                                                       |
| Media contact      | Aaron Burns, (704) 455-3209, <a href="mailto:aburns@charlottemotorspeedway.com">aburns@charlottemotorspeedway.com</a>                                                                                              |
| Media center       | Infield behind winner's circle, (704) 455-4454                                                                                                                                                                     |
| Press Box          | Suite Level above S/F line (704) 455-4364                                                                                                                                                                          |
| Credential request | <a href="http://www.smicredentials.com">www.smicredentials.com</a> , (704) 455-2473                                                                                                                                |
| RV parking pass    | Elizabeth West Hinson <a href="mailto:ewest@charlottemotorspeedway.com">ewest@charlottemotorspeedway.com</a><br>Hayley Hood <a href="mailto:hhood@charlottemotorspeedway.com">hhood@charlottemotorspeedway.com</a> |

## DAYTONA INTERNATIONAL SPEEDWAY

**Race date:** Saturday, February 17

**Website:** [daytonainternationalspeedway.com](http://daytonainternationalspeedway.com)



|                      |                                                                                                                                                                                                                                   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location             | Daytona Beach, Florida                                                                                                                                                                                                            |
| Address              | 1801 W. International Speedway Blvd., Daytona Beach, Fla. 32120                                                                                                                                                                   |
| Track layout         | 2.5-mile, paved, 31-degree banking                                                                                                                                                                                                |
| Telephone            | (386) 254-2700                                                                                                                                                                                                                    |
| Tickets              | 1-800-PITSHOP                                                                                                                                                                                                                     |
| Promoter             | NASCAR                                                                                                                                                                                                                            |
| President            | Frank Kelleher                                                                                                                                                                                                                    |
| Media contact        | Stephanie Harris <a href="mailto:sharris@nascar.com">sharris@nascar.com</a>                                                                                                                                                       |
| Press Box            | The Houston Lawing Press Box is located atop Tower, behind the start/finish line (386) 681-6781                                                                                                                                   |
| Infield media center | Located in paddock area, adjacent to NASCAR Cup Garage (386) 681-6749                                                                                                                                                             |
| Credential requests  | Submit in writing to Bill English, Manager of Credentials, P.O. Box 2801, Daytona Beach, FL 32120 or visit <a href="http://www.daytonainternationalspeedway.com/mediacenter">www.daytonainternationalspeedway.com/mediacenter</a> |
| RV parking pass      | Submit on letterhead to Tori Shornak, <a href="mailto:vshornak@daytonainternationalspeedway.com">vshornak@daytonainternationalspeedway.com</a>                                                                                    |

## DOVER MOTOR SPEEDWAY

**Race date: Friday, April 26**

**Website: [dovermotorspeedway.com](http://dovermotorspeedway.com)**



|                      |                                                                                          |
|----------------------|------------------------------------------------------------------------------------------|
| Location             | Dover, Delaware                                                                          |
| Address              | 1131 N. Dupont Hwy., Dover DE 19901                                                      |
| Track layout         | 1-mile banked concrete oval                                                              |
| Telephone            | (800) 441-7223                                                                           |
| Tickets              | (800) 441-7223                                                                           |
| CEO                  | Mike Tatoian                                                                             |
| Media contact        | Gary Camp <a href="mailto:gcamp@dovermotorspeedway.com">gcamp@dovermotorspeedway.com</a> |
| Infield media center | Located inside turn one, adjacent to the NASCAR Cup Series garage area                   |
| Press box            | Located in turn one suite building                                                       |
| Credential requests  | <a href="http://smicredentials.com">smicredentials.com</a> (704) 455-2473                |
| RV parking pass      |                                                                                          |

## DU QUOIN STATE FAIRGROUNDS

**Race date: Sunday, September 1**

**Website: [TrackEnterprises.com](http://TrackEnterprises.com)**



|                 |                                                                                                                   |
|-----------------|-------------------------------------------------------------------------------------------------------------------|
| Location        | Du Quoin, Illinois                                                                                                |
| Address         | 655 Executive Dr., Du Quoin, IL 62832                                                                             |
| Track layout    | 1-mile clay, 11 degrees banking                                                                                   |
| Telephone       | (217) 764-3200                                                                                                    |
| Tickets         | (217) 764-3200                                                                                                    |
| Promoter        | Bob Sargent, (217) 764-3200 or <a href="mailto:bobsargent10@aol.com">bobsargent10@aol.com</a>                     |
| Media Contact   | Adam Mackey, (330) 340-1566, <a href="mailto:adam.trackenterprises@gmail.com">adam.trackenterprises@gmail.com</a> |
| RV parking pass | Fair Office (618) 542-1535                                                                                        |

## ELKO SPEEDWAY

**Race date: Saturday, August 3**

**Website: TrackEnterprises.com**



|               |                                                                                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------------|
| Location      | Elko, Minnesota                                                                                                   |
| Address       | 26350 France Ave., Elko New Market, MN 55020                                                                      |
| Track layout  | 3/8-mile asphalt, 11 degrees banking                                                                              |
| Telephone     | (217) 764-3200                                                                                                    |
| Tickets       | (217) 764-3200                                                                                                    |
| Promoter      | Bob Sargent, (217) 764-3200 or <a href="mailto:bobsargent10@aol.com">bobsargent10@aol.com</a>                     |
| Media Contact | Adam Mackey, (330) 340-1566, <a href="mailto:adam.trackenterprises@gmail.com">adam.trackenterprises@gmail.com</a> |
| RV Parking    | Speedway Office (952) 461-7223                                                                                    |

## ILLINOIS STATE FAIRGROUNDS

**Race date: Sunday, August 18**

**Website: TrackEnterprises.com**



|               |                                                                                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------------|
| Location      | Springfield, Illinois                                                                                             |
| Address       | 801 E. Sangamon Ave., Springfield, IL 62702                                                                       |
| Track layout  | 1-mile clay, 11 degrees banking                                                                                   |
| Telephone     | (217) 764-3200                                                                                                    |
| Tickets       | (217) 764-3200                                                                                                    |
| Promoter      | Bob Sargent, (217) 764-3200 or <a href="mailto:bobsargent10@aol.com">bobsargent10@aol.com</a>                     |
| Media Contact | Adam Mackey, (330) 340-1566, <a href="mailto:adam.trackenterprises@gmail.com">adam.trackenterprises@gmail.com</a> |
| RV Parking    | Fair Office 217-782-6661                                                                                          |

## LUCAS OIL INDIANAPOLIS RACEWAY PARK

**Race date: Friday, July 19**

**Website: RaceIRP.com**



|               |                                                                                        |
|---------------|----------------------------------------------------------------------------------------|
| Location      | Brownsburg, Indiana                                                                    |
| Address       | 10267 East U.S. Highway 136, Clermont, Ind.                                            |
| Track layout  | .686-mile paved oval                                                                   |
| Tickets       | 317-969-8600                                                                           |
| Media contact | Tanner Watkins, 317-969-7523, <a href="mailto:twatkins@nhra.com">twatkins@nhra.com</a> |
| Promoter      | Kasey Coler, (317) 969-8600, <a href="mailto:kcoler@nhra.com">kcoler@nhra.com</a>      |
| RV parking    | Kasey Coler, (317) 969-8600                                                            |

## IOWA SPEEDWAY

**Race date: Friday, June 14**

**Website: [iowaspeedway.com](http://iowaspeedway.com)**



|                      |                                                                                                                                                                                                                                |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location             | Newton, Iowa                                                                                                                                                                                                                   |
| Address              | 3333 Rusty Wallace Drive, Newton, IA 50208                                                                                                                                                                                     |
| Track layout         | 0.875-mile paved oval                                                                                                                                                                                                          |
| Telephone            | (641) 791-8000                                                                                                                                                                                                                 |
| Tickets              | (866) 787-8946 or <a href="http://iowaspeedway.com">iowaspeedway.com</a>                                                                                                                                                       |
| President            | Pat Warren                                                                                                                                                                                                                     |
| Media Contact        | Matt Humphrey, <a href="mailto:mhumphrey@nascar.com">mhumphrey@nascar.com</a>                                                                                                                                                  |
| Infield Media Center | The Mediacom Media Center at Iowa Speedway – which houses the Deadline Media Room (assigned seating), Photographers Room and Drivers Meeting Room – is located adjacent to Casey's General Store Victory Lane – (641) 791-8080 |
| Credential Request   | Matt Humphrey, <a href="mailto:mhumphrey@nascar.com">mhumphrey@nascar.com</a>                                                                                                                                                  |
| RV Parking Pass      | Tyler Clement, <a href="mailto:tclement@iowaspeedway.com">tclement@iowaspeedway.com</a>                                                                                                                                        |

## KANSAS SPEEDWAY

**First Race date: Saturday, May 4**

**Second Race date: Friday, September 27**

**Website: [KansasSpeedway.com](http://KansasSpeedway.com)**



|                      |                                                                                                                                             |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Location             | Kansas City, Kansas                                                                                                                         |
| Address              | 400 Speedway Blvd., Kansas City, Kan. 66111                                                                                                 |
| Track layout         | 1.5-mile, paved, variable banking, 17-20 degrees                                                                                            |
| Telephone            | (913) 328-3300                                                                                                                              |
| Tickets              | (866) 460-RACE                                                                                                                              |
| Promoter             | International Speedway Corporation (ISC)                                                                                                    |
| President            | Pat Warren                                                                                                                                  |
| Media contact        | Matt Humphrey, 386-453-8693 <a href="mailto:mhumphrey@nascar.com">mhumphrey@nascar.com</a>                                                  |
| Press Box            | Third floor of suites, (913) 328-5050                                                                                                       |
| Infield media center | Inside FanWalk, (913) 328-5037                                                                                                              |
| Credential requests  | Matt Humphrey <a href="mailto:mhumphrey@nascar.com">mhumphrey@nascar.com</a>                                                                |
| RV parking pass      | <a href="https://survey.alchemer.com/s3/7179733/2023-Kansas-D-O-Request">https://survey.alchemer.com/s3/7179733/2023-Kansas-D-O-Request</a> |

## MICHIGAN INTERNATIONAL SPEEDWAY

**Race date: Friday, August 16**

**Website: MISpeedway.com**



**Location** Brooklyn, Michigan

**Address** 12626 U.S. 12, Brooklyn, Mich. 49230

**Track layout** 2-mile, paved, 18-degree banking

**Telephone** (517) 592-6666

**Tickets** (800) 354-1010

**Promoter** International Speedway Corporation (ISC)

**President** Joe Fowler

**Media contacts** Stephanie Harris, 386-275-6245 [sharris@nascar.com](mailto:sharris@nascar.com)

**Infield media center** Located along pit road, across from start/finish line, (517) 592-1220, FAX (517) 592-1233

**Credential Request** Email [miscredentials@mispeedway.com](mailto:miscredentials@mispeedway.com) at least two weeks prior to event

**RV Parking Pass**

## MID-OHIO SPORTS CAR COURSE

**Race date: Friday, June 21**

**Website: MidOhio.com**

**Location** Lexington, Ohio

**Address** 7221 Steam Corners Road, Lexington, OH 44904

**Track layout** 2.258-mile 12-turn road course

**Telephone** (419) 884-4000

**Tickets** [tickets@midohio.com](mailto:tickets@midohio.com)

**President** Craig Rust

**Media contact** Steve Bidlack, (419) 884-4000 x4623, [sbidlack@greensavoree.com](mailto:sbidlack@greensavoree.com)

**RV Parking** Steve Bidlack, [sbidlack@greensavoree.com](mailto:sbidlack@greensavoree.com)

## MILWAUKEE MILE

**Race date: Sunday, August 25**

**Website: TrackEnterprises.com**

|               |                                                                                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------------|
| Location      | West Allis, Wisconsin                                                                                             |
| Address       | 640 S. 84 <sup>th</sup> Street, West Allis, WI 53214                                                              |
| Track layout  | 1-mile paved oval, turns banked 9.25 degrees                                                                      |
| Telephone     | (217) 764-3200                                                                                                    |
| Tickets       | (217) 764-3200                                                                                                    |
| Promoter      | Bob Sargent, (217) 764-3200 or <a href="mailto:bobsargent10@aol.com">bobsargent10@aol.com</a>                     |
| Media Contact | Adam Mackey, (330) 340-1566, <a href="mailto:adam.trackenterprises@gmail.com">adam.trackenterprises@gmail.com</a> |
| RV Parking    | Bob Sargent, (217) 764-3200 or <a href="mailto:bobsargent10@aol.com">bobsargent10@aol.com</a>                     |

## PHOENIX RACEWAY

**Race date: Friday, March 8**

**Website: PhoenixRaceway.com**

|               |                                                                                              |
|---------------|----------------------------------------------------------------------------------------------|
| Location      | Avondale, Arizona                                                                            |
| Address       | 7602 Jimmie Johnson Drive, Avondale, AZ 85323                                                |
| Track layout  | 1-mile asphalt oval, turns banked 8-11 degrees                                               |
| Tickets       | (866) 408- RACE (7223)                                                                       |
| Promoter      | NASCAR                                                                                       |
| Media Contact | Matt Humphrey, (386) 453-8693 <a href="mailto:mhumphrey@nascar.com">mhumphrey@nascar.com</a> |
| RV & Camping  | Jay Wagner <a href="mailto:jwagner@phoenixraceway.com">jwagner@phoenixraceway.com</a>        |

## SALEM SPEEDWAY

**Race date: Saturday, July 27**

**Website: TrackEnterprises.com**



|               |                                                                                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------------|
| Location      | Salem, Indiana                                                                                                    |
| Address       | P.O. Box 452, Salem, Ind. 47167, 2729 Hwy. 56 West, Salem, IN 47167                                               |
| Track layout  | 0.555-mile paved, 33-degree banking                                                                               |
| Telephone     | (812) 883-6504                                                                                                    |
| Tickets       | (217) 764-3200                                                                                                    |
| Promoter      | Bob Sargent, (217) 764-3200 or <a href="mailto:bobsargent10@aol.com">bobsargent10@aol.com</a>                     |
| Media contact | Adam Mackey, (330) 340-1566, <a href="mailto:adam.trackenterprises@gmail.com">adam.trackenterprises@gmail.com</a> |
| RV Parking    | (812) 883-6504                                                                                                    |

## TALLADEGA SUPERSPEEDWAY

**Race date: Saturday, April 20**

**Website: TalladegaSuperspeedway.com**



|                     |                                                                                                                                                                                                                                                                                      |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location            | Talladega, Alabama                                                                                                                                                                                                                                                                   |
| Address             | P.O. Box 777, Talladega, Ala. 35161                                                                                                                                                                                                                                                  |
| Track layout        | 2.66-mile, paved, 33 degree banking                                                                                                                                                                                                                                                  |
| Telephone           | (256) 362-2261                                                                                                                                                                                                                                                                       |
| Fax                 | (256) 761-4813                                                                                                                                                                                                                                                                       |
| Tickets             | (855) 518-RACE (7223)                                                                                                                                                                                                                                                                |
| Promoter            | International Speedway Corporation (ISC)                                                                                                                                                                                                                                             |
| President           | Brian Crichton                                                                                                                                                                                                                                                                       |
| Media relations     | Russell Branham, (256) 315-4556, <a href="mailto:rbranham@talladegasuperspeedway.com">rbranham@talladegasuperspeedway.com</a>                                                                                                                                                        |
| Media Center        | Located next to Cup garage, behind pit road, (256) 761-4945                                                                                                                                                                                                                          |
| Press box           | Located between grandstand and tower seats in tri-oval, (256) 761-4908                                                                                                                                                                                                               |
| Credential requests | Submit no later than four weeks (March 29, 2019) prior to event to Russell Branham, Talladega Superspeedway, P.O. Box 777, Talladega, AL 35161.                                                                                                                                      |
| RV parking pass     | Submit request on Team Letterhead via email to Alyson Thompson (256) 315-4583 at <a href="mailto:athompson@talladegasuperspeedway.com">athompson@talladegasuperspeedway.com</a> . Request needs to include contact name, race team name, telephone number and email for the contact. |

## TOLEDO SPEEDWAY

**Race date: Saturday, October 5**

**Website: ToledoSpeedway.com**



|               |                                                                                 |
|---------------|---------------------------------------------------------------------------------|
| Location      | Toledo, Ohio                                                                    |
| Address       | 5639 Benore Rd., Toledo, Ohio 43612                                             |
| Track layout  | 0.5-mile paved, 13-degree banking                                               |
| Telephone     | (419) 727-1100                                                                  |
| Promoter      | Ron Drager                                                                      |
| Media contact | Charles Krall, <a href="mailto:ckrall@arcaracing.com">ckrall@arcaracing.com</a> |
| RV Parking    | Brandon Hamby, (419) 727-1100                                                   |

## WATKINS GLEN INTERNATIONAL

**Race date: Friday, September 13**

**Website: watkinsgleninternational.com**

|               |                                                                                        |
|---------------|----------------------------------------------------------------------------------------|
| Location      | Watkins Glen, NY                                                                       |
| Address       | 2790 County Road 16, Watkins Glen, NY 14891                                            |
| Track layout  | 2.45-mile 8-turn road course                                                           |
| Telephone     | (607) 535-2486                                                                         |
| Tickets       | (888) 629-7223                                                                         |
| Promoter      | NASCAR                                                                                 |
| President     | Dawn Burlew                                                                            |
| Media contact | Stephanie Harris, <a href="mailto:sharris@nascar.com">sharris@nascar.com</a>           |
| Press box     | Located on third level of suite building in front of start finish line, (815) 722-3877 |