

STOCK CAR RACING EVERY SATURDAY NIGHT

DELLS RACEWAY PARK DRIVER MARKETING

New for 2011 – The Dells Raceway Park Driver Support Program

EXTRA EXPOSURE for Driver Marketing Partners Through:

- Public relations campaign featuring community drivers
- Marketing campaign to brand drivers as heroes of their community
- Periodic posters and schedules in 40-mile radius
- Racing Online drivers page with thousands of potential visitors per day
- National exposure with Joe Gibbs Driven Racing Oil national championship for late models

EXTRA COVERAGE for Drivers through American Speed Association

- Insurance coverage during the race, as well as to and from the facility

DRIVER SUPPORT

- Dells Raceway Park works hard to support our drivers – the best around!



We invite you to become part of the Dells Raceway Park community.
We hope you'll be a part of our Saturday night program and Wisconsin's Best Racing Entertainment!

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WISCONSIN'S SHOWCASE SHORT TRACK