



# FAN ENGAGEMENT

MAY 2 - 4, 2025



# FAN ENGAGEMENT

## PREPARATION FOR THE EVENT

### FAN ZONE SCHEDULE

- ❖ Fan Zone Operating Hours
  - Road in Fan Zone to be closed every day at the below times (TMS security to be controlling road access during operating hours):
    - FRIDAY, May 2 – 1 PM – Green Flag of SPEEDYCASH.COM 250 (7 PM)
      - Road closure @ 12 PM
    - SATURDAY, May 3 – 8:30 AM – Green Flag of ANDY'S FROZEN CUSTARD 300 (1 PM)
      - Road closure @ 7 AM
    - SUNDAY, May 4 – 9 AM – Green Flag of WÜRTH 400 PRESENTED BY LIQUI MOLY (2:30 PM)
      - Road closure @ 8 AM
  - Please ensure all staff playing a role in the Fan Zone are aware of the above times to ensure all can plan accordingly when it comes to servicing displays each morning

### VENDOR ACCESS PERIOD

- ❖ Vendor Load-In Times (If setup requires any large heavy equipment to build display, please provide preferred setup times to ensure no conflicting issues with surrounding displays)
  - Monday, April 28 – Thursday, May 1
    - 9 AM start time each day
  - Upon arrival, please contact Chris at 817-532-8027
- ❖ Vendor Load-out Times
  - Sunday, May 4 – following the start of the race (approximately 2:30 PM)
  - Vehicle access in and out of Fan Zone allowed for 2-hour window from when green flag waves
  - Following 2-hour window, vehicle access will shut back down until AFTER fans have cleared the grandstands and cleared the parking areas

### CREDENTIALS

- ❖ Fan Zone display comes with a maximum of 8 worker credentials/8 vendor parking passes
  - \*To coordinate pickup of passes, contact Chris at 817-532-8027 when on property

### PARKING

- ❖ Display workers must have Vendor Parking pass prominently displayed in order to access the VIP/PSL parking area
  - All workers without a Vendor Parking pass can park in the free general parking area (see map on pg. 5)
    - \*PERSONAL VEHICLES ARE NOT ALLOWED TO BE PARKED INSIDE OR BEHIND THE DISPLAY AREA FOR ANY REASON

### WATER BARRELS

- ❖ TMS water barrels to be dropped at your display location Wednesday afternoon and will be filled Thursday evening (ONLY if barrels are scheduled for ahead of time due to limited quantity)

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### DISPLAY ACCESS / GOLF CARTS

- ❖ Golf Carts and credentials available through SMIP via the link below  
[www.smiproperties.com/golfcarts](http://www.smiproperties.com/golfcarts)  
**\*GOLF CART FORMS TO BE SENT TO SMI PROPERTIES**

### MERCHANDISING

- ❖ Giveaway Form (found at end of this packet) to be completed entirely and submitted along with a sample of the item(s) which are to be handed out (artwork can be submitted in lieu of actual products)
  - **PRODUCT SALES, PRODUCT SAMPLING, COUPONING, AND DATABASE INFORMATION COLLECTION ARE NOT ALLOWED FROM THE DISPLAY AREA UNLESS THESE RIGHTS HAVE BEEN SPECIFICALLY GRANTED IN THE AGREEMENT. SHOULD YOU ELECT TO DISTRIBUTE SOUVENIR AND NOVELTY ITEMS, THEY MUST BE APPROVED BY TMS PRIOR TO THE EVENT WEEKEND. ANY ITEMS NOT PRE-APPROVED WILL NOT BE ALLOWED.**

### GENERAL ITEMS

- ❖ Sourcing of security, 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 TMS personnel
- ❖ Advertiser does not have the right to use TMS' trademarks, service marks, artwork, and other symbols associated with TMS without prior written approval from TMS
- ❖ If a display is found to be offensive, in bad taste, an illegal scheme, or in any way associated with an illegal scheme, TMS reserves the right to remove the display
  - If a vendor is removed from the property, no refunds will be given
- ❖ Use of loudspeakers, or any other equipment generating music or noise, is limited and must be kept at a reasonable decibel level
  - Level to be determined by TMS
- ❖ Subletting is prohibited without written consent from TMS

### SECURITY

- ❖ TMS provides one (1) general roaming security guard during Fan Zone hours
  - TMS not responsible for direct protection of your display
  - If wishing to add additional security to your display area, please refer to Preferred Vendor list on pg. 4
    - If hiring your own security, please provide TMS with the company name, the guard's name(s), and a phone number they can be reached at while on property

### TRASH

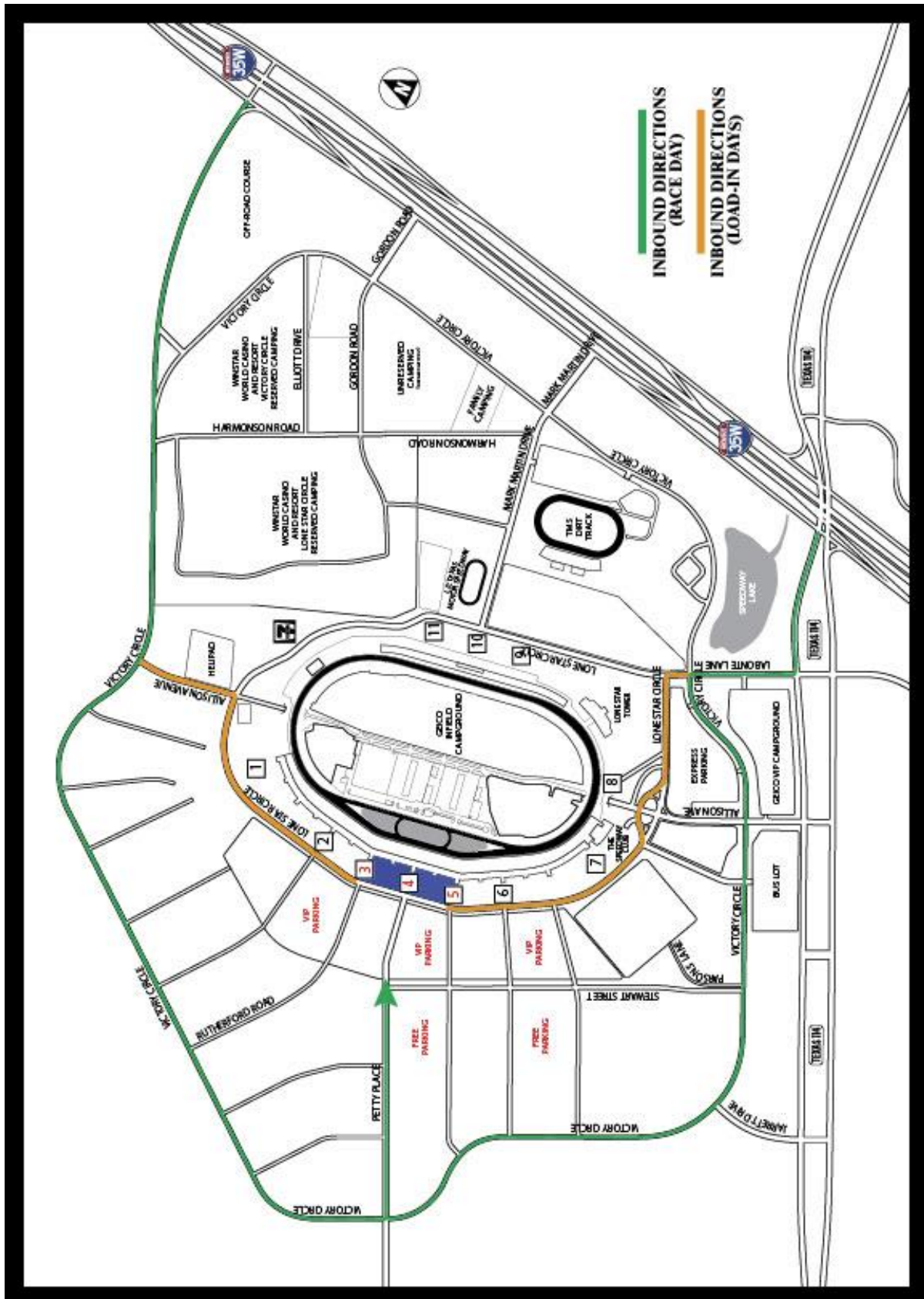
- ❖ Large, bulky items must be placed and secured behind your display – crews will sweep the area each night to remove excess garbage

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## PREFERRED VENDORS

<b>Audio, Visual &amp; Staging</b> Legacy AV	214-274-2421 or <a href="mailto:vladimir@legacyaudiovisual.com">vladimir@legacyaudiovisual.com</a>
<b>Barricade Rental</b> Buyer's Barricades, Cody Harvey	817-266-6418
<b>Florist &amp; Décor</b> Feisty Floral Wow Balloons, Katherine	214-888-6875 or <a href="mailto:fiestyflorals@gmail.com">fiestyflorals@gmail.com</a> 682-202-9079 or <a href="mailto:info@balloonswow.com">info@balloonswow.com</a>
<b>Food &amp; Beverage</b> Levy Restaurants	817-215-8438
<b>Forklift Rental &amp; Floor Cleaning Machine Rental</b> Shoppa's Material Handling, Scott Witt	817-359-1100 or <a href="mailto:switt@shoppas.com">switt@shoppas.com</a>
<b>Fuel Delivery (Diesel)</b> On-Site Services, Chris Fecko Sanford Oil	800-753-4142 940-577-2876
<b>Generator Rentals</b> Sunbelt Rentals, Cody Petrie	<a href="mailto:Cody.petrie@sunbeltrentals.com">Cody.petrie@sunbeltrentals.com</a>
<b>Hotel</b> DFW Marriott at Champions Circle Southlake Hotel Residence Inn Fort Worth Alliance	817-961-0800 817-329-1910 817-750-7000
<b>ICE</b> Emergency Ice	972-988-0577
<b>Light Towers</b> LarMar, Austin Turner	580-729-8430
<b>Phone, Internet &amp; Cable Service</b> TMS, Doug Harrison	214-668-2372 or <a href="mailto:dharrison@texasmotorspeedway.com">dharrison@texasmotorspeedway.com</a>
<b>Port-A-Johns, Comfort Stations &amp; Fencing</b> United Onsite	817-302-9200
<b>Pyro &amp; Special Effects</b> Pyro Show of Texas	800-488-7076
<b>RV Rental &amp; Repair</b> United RV	817-834-7141 or 817-727-5909
<b>Scanner Rentals</b> Racing Electronics, Cody Draper	704-721-5111
<b>Security</b> Stadium People, Wanda H	<a href="mailto:wanda@stadiumpeople.com">wanda@stadiumpeople.com</a>
<b>Signage</b> Large Format - MyCroft Signs, John Pendleton Suite Graphics - J&R Brothers Small Print Jobs - iOffice Flags - Conder Flags, Jeremy Barnes	423-246-3100 or <a href="mailto:john@mycroftsigns.com">john@mycroftsigns.com</a> 940-600-8024 or <a href="mailto:jason@irbtexas.com">jason@irbtexas.com</a> 940-627-9000 or <a href="mailto:printorder@iofficedelivers.com">printorder@iofficedelivers.com</a> 704-529-1976
<b>Souvenirs &amp; Merchandise</b> SMIP, Mikayla Frederick	704-454-4755 or <a href="mailto:mfrederick@smiproperties.com">mfrederick@smiproperties.com</a>
<b>Storage Containers</b> Williams Scotsman, Inc PODS	800-782-1500 888-776-PODS
<b>Tent, Linen &amp; Furniture Rental</b> Quest Events, Tiffany Bell The Rental Stop	214-458-0178 or <a href="mailto:tbell@questevents.com">tbell@questevents.com</a> 817-343-5353
<b>Transportation</b> American Transfer & Tours Longhorn Aviation, Randy Rowles	972-389-1900 or 214-232-3807 817-224-2500
<b>Fresh Water Trucks</b> Al Niece	512-422-1476

## MAPS & DIRECTIONS – VENDOR PARKING





# FAN ENGAGEMENT

VENDOR FORMS

## DISPLAY INFORMATION RETURN FORM

Due by April 18, 2025

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact – (Pre-Event): \_\_\_\_\_

(Please put the name of the person who will be handling Pre-Event details)

Phone #: \_\_\_\_\_

E-Mail: \_\_\_\_\_

On-Site Contact: \_\_\_\_\_ Cell phone # \_\_\_\_\_

(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, May 1 - no later than 7 PM)

Mark the day you will begin your activation: May 2 \_\_\_\_\_ May 3 \_\_\_\_\_ May 4 \_\_\_\_\_

Display Footprint Size: How many feet wide: \_\_\_\_\_ How many feet deep: \_\_\_\_\_

Will your display contain a tent?: Yes \_\_\_\_\_ No \_\_\_\_\_ Dimensions: \_\_\_\_\_

Renting tent? Yes \_\_\_\_\_ No \_\_\_\_\_ Company renting from: \_\_\_\_\_

Bringing your own? Yes \_\_\_\_\_ No \_\_\_\_\_ Number of water barrels needed \_\_\_\_\_

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, I must know this information ahead of time to allow for proper spacing from one display to another.)

Yes \_\_\_\_\_ No \_\_\_\_\_

How many worker credentials will you need? (Max of 8) \_\_\_\_\_

How many Vendor Parking passes will you need? (Max of 8) \_\_\_\_\_

Authorized Contacts to Pick Up Credentials:

1. \_\_\_\_\_
1. \_\_\_\_\_
1. \_\_\_\_\_

Will you be scheduling Internet service hookups? (Extra charge & based on availability) YES \_\_\_\_\_ NO \_\_\_\_\_

Have you sent TMS a current Certificate of Insurance? YES \_\_\_\_\_ NO \_\_\_\_\_

Additional Information:

\_\_\_\_\_  
\_\_\_\_\_

# FAN ENGAGEMENT

VENDOR FORMS



## 2025 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, NASCAR, OR DRIVER MARKS.**

#### **Examples of Allowed Giveaway Items:**

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

#### **Restricted Give Away Items:**

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

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VENDOR FORMS



## Display Give Away Item Form

Due – April 18, 2025

Company: \_\_\_\_\_  
Display Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

On-Site Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please describe in detail the item(s) you are requesting to distribute including literature, food, non-food, etc.  
Reminder – ALL ITEMS REQUIRE APPROVAL PRIOR TO EVENT

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

By signing below, I acknowledge, agree, and accept that I am forbidden to sell or give away and merchandise item without written approvals from Speedway Motorsports

**Refer to Giveaway Guidelines for specific details to Permitted or Restricted Items**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
*Must be signed to validate contract*

Merchandise Giveaways are not considered approved until SMI Properties & Track Sales Department sign this form. You may receive a copy for your files upon request.

Approved

\_\_\_\_\_  
SMI Properties Representative

\_\_\_\_\_  
Track Sales Representative

Date: \_\_\_\_\_

Date: \_\_\_\_\_



# FAN ENGAGEMENT

## CERTIFICATE OF LIABILITY INSURANCE



### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
XX/XX/XXXX

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).

<b>PRODUCER</b> XXXXXXXXXXXXXXXXXXXXXXXX		<b>CONTACT</b> NAME: _____ PHONE (A/C, No, Ext): _____ FAX (A/C, No): _____ E-MAIL: _____ ADDRESS: _____	
<b>INSURED</b> XXXXXXXXXXXXXXXXXXXXXXXX		<b>INSURER(S) AFFORDING COVERAGE</b> INSURER A: XXXXXXXXXXXXXXXXXXXXXXXX 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	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY	X		XXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	EACH OCCURRENCE \$ 5,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						MED EXP (Any one person) \$ NONE
							PERSONAL & ADV INJURY \$ 5,000,000
							GENERAL AGGREGATE \$ NONE
							PRODUCTS - COM/OP AGG \$ 5,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						
A	AUTOMOBILE LIABILITY			XXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	COMBINED SINGLE LIMIT (Ea accident) \$ 5,000,000
	<input checked="" type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS						BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS						PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB						EACH OCCURRENCE \$
	EXCESS LIAB						AGGREGATE \$
	DED						
	RETENTION \$						
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY			XXXXXXXXXXXXXXXXXXXXX	XX/XX/XX	XX/XX/XX	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH - ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)						E.L. EACH ACCIDENT \$ 5,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						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)

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 officers, managers, directors, employees and agents are added as Additional Insured to the liability policies. A Waiver of Subrogation is provided under all policies where allowed by state law.

#### CERTIFICATE HOLDER

Texas Motor Speedway  
3545 Lone Star Circle  
Fort Worth, TX 76177

#### CANCELLATION

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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ACORD 25 (2014/01)

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