

PHOENIX
RACEWAY





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Phoenix Raceway Tourism/Economic Impact

NASCAR Championship Tourism



- **125,000 people will enter the gates of Phoenix Raceway over the three-day weekend.**



- **NASCAR fans from all 50 states, 21 nations and five continents traveling to The Valley.**
- **Non-local fans make up 71% of ticket purchasers.**



- **84.9K total bed nights generated.**
- **Average daily spend of \$452 per overnight visitor.**



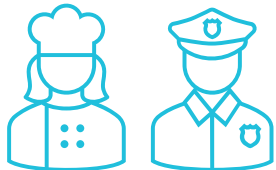
NASCAR Championship Economic Impact



- **Visitors traveling from across The Valley to attend NASCAR Championship.**



- **Broadcast throughout the nation and the world, offering 17.1 billion media impressions annually.**



- **Over 1,000 jobs between full-time and part-time workers.**



Events at Phoenix Raceway

Phoenix Raceway is active over 200 days per year.

Events in 2023 and 2024

- 14 Relentless Beats Music Festivals
 - 250,000 attendees in 2023
- Foodieland Food Truck Festival
 - 50,000 attendees in 2024
- Garden Bros Circus
 - 15,000 attendees
- Governors State of the State – hosted by WESTMARC
 - 600 attendees in 2024
- Weddings & Proms
- Women with Drive Conference
 - 500 attendees



Annual Tourism



- **713,300 people will enter the gates of Phoenix Raceway annually**



- **204,200 will travel through Sky Harbor.**
- **Non-local fans make up 58.1% of attendees.**



- **Top Visited Places**
 - **Westgate Entertainment District**
 - **Scottsdale Fashion Square**
 - **Chandler Fashion Square**
 - **Arrowhead Towne Center**





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Community Engagement

Show Car Program and Community Event Support

2023 Appearances

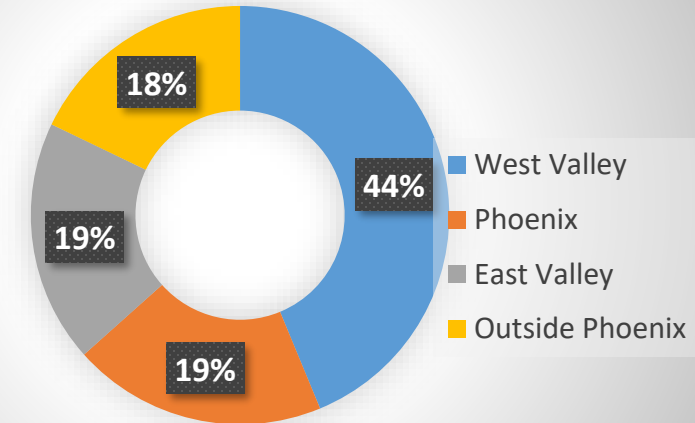
- 51 Show Car Appearances
- 62 Pace Car Appearances
- 113 Total Community Appearances

Zoom Crew

- 21 Zoom Crew Staff Members
- 7 Zoom Crew Members are in college, with aspirations of working full time for NASCAR.
- Our last 3 Interns have been recruited from Zoom Crew.
 - 2 of these interns have gone on to do the summer internship program in Charlotte or Daytona.



Appearances by Location



Beyond the Finish Line

Beyond the Finish Line field trip program was created in 2023 in partnership with The Larry Fitzgerald Foundation. This fun and educational day at Phoenix Raceway supports the advancement of STEM education within our community while creating an exciting experience that hopes to mold students into young race fans.

2023

- Donation of iRacing Simulator to West Point High School
- Work with Microsoft to create STEM in motorsports curriculum

2023-2024

- Hosted over 300 students
 - Estrella Vista STEM Academy
 - Future Stars INC
 - Elevate Phoenix
 - Caliber Academy
 - Luke Elementary



THE
LARRY
FITZGERALD
FOUNDATION



STEM Day at Phoenix Raceway

This day provided a fun and educational day at Phoenix Raceway for 450 local students while supporting the advancement of STEM education within our community. Each student received 2 tickets to return for the Xfinity Race on Saturday, March 9th.

Partners:

- Arizona Cardinals
- ASU
- Future Stars Inc.
- Sophisticated Few
- Streets of New York Pizza
- West-MEC



Race Weekend Activations

Camper Volunteer Events

- March 2024 – Valley of the Sun United Way Pantry Kit Build
 - Volunteers assembled 1,000 pantry kits that were distributed to local children and veterans struggling with food insecurity.
- November 2024 – US Vets
 - Volunteers will assemble hygiene kits and pack Christmas presents for veterans experiencing homelessness.

Mobile Mammogram

Free Mobile Mammogram screenings at Phoenix Raceway and The Avondale Resource Center. Two Busses completed 105 free mobile mammograms.

Speedy Bear Delivery

In partnership with the NASCAR Foundation, 60 NASCAR Speedy Bears were delivered to Children at Phoenix Children's Hospital.

Non-Profit Ticket Donations

- Over 1,000 tickets are donated annually to organizations and schools.





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Phoenix Raceway Charities Events and Impact

Charitable Events

50/50 Raffle

Race fans throughout Arizona can win a cash prize from Phoenix Raceway while supporting a charitable cause through the Phoenix Raceway 50/50 Raffle.

Track Laps for Charity

Track Laps for Charity provides fans the opportunity to drive five laps around Phoenix Raceway following the official pace car. Fans who donate will drive in their personal vehicles.

Ignition Luncheon

The 2024 Ignition Luncheon raised over \$100,000 for Fighter Country Foundation. This event allowed guests to hear from NASCAR drivers on the 20-year anniversary of NASCAR's Drive for Diversity Program. Guests also had the opportunity to hear from 2023 NASCAR Cup Series Champion Ryan Blaney.



Grants Provided Through Phoenix Raceway Charities Donor Advised Fund

Over \$200,000 in grant funds given
away in annually

Phoenix Raceway Charities' mission is to accelerate the development of children in Arizona by supporting:

- Education
- Children and families of our military and military veterans
- Life enrichment programs for children and families in our community.



A DONOR ADVISED FUND OF
THE NASCAR FOUNDATION





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Ways to Engage

Opportunities to Engage

Attend a NASCAR Race Weekend at Phoenix Raceway

- NASCAR Championship November 8, 9, and 10
- Tickets on sale at PhoenixRaceway.com

Attend an Upcoming Event

- November 8, 9 and 11 – NASCAR Racing Experience
- November 24 and 25th – Spartan Race
- December 7th – NASCAR Racing Experience
- December 30th and 31st – Decadence Music Festival

Host an Event At Phoenix Raceway Way

- Email Chantel Carlson at cmcarlson@nascar.com for a track tour!



**BUY YOUR
TICKETS
NOW!**





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THANK YOU!