



NASCAR ADVANCE AUTO PARTS WEEKLY SERIES



As we embark upon historic changes at the highest level of our sport, one thing remains a constant through the generations of NASCAR: The commitment to all levels of racing.

This starts with our grassroots series, where community heroes and legends race at historic short tracks, bringing the bright lights and exciting competition to the local level. It extends to our regional touring series, where the ARCA Menards Series enters a new era – bringing together rising young stars and experienced veterans to race for championships across the U.S. – and our NASCAR Whelen Modified Tour, where the pulse-pounding action of open-wheel racing rules the day. And it carries beyond our borders to our international partners in Canada, Mexico and Europe, where they deliver the NASCAR tradition of family-friendly entertainment to a global audience.

This all succeeds because of the hard work the men and women across all of our great series pour into this sport to entertain our race fans. On behalf of the France family and everyone at NASCAR, thank you for your continued heartfelt support.

Steve Phelps
NASCAR President



ABOUT THE SERIES

For more than 40 years, racing at short tracks throughout the country has provided the foundation for NASCAR.

The NASCAR Advance Auto Parts Weekly Series (NAAPWS) is NASCAR's national championship program for short-track racing. Each year, nearly 10,000 people compete at NASCAR-sanctioned short-tracks throughout the U.S. and Canada. The NASCAR Advance Auto Parts Weekly Series crowns champions at a track, state and provincial, regional and national level.

The NAAPWS includes nearly 50 different and unique tracks that provide the stage for local hometown drivers to gain popularity among the community. These tracks spread across 25 states and 4 provinces, with drivers able to gain competition points at any of the NASCAR-sanctioned tracks within them. The inclusion of both asphalt and dirt tracks allows for a variety of cars to be raced weekly.



Many competitors use the NAAPWS as a starting point of their racing career. The different divisions and levels provide a ladder-climbing system that allows drivers to move higher up within the series and compete at a national level. The information and techniques learned throughout the NAAPWS have provided drivers with an abundance of preparation as they enter the world of stock car racing. Many drivers have then gone on to compete in higher series within NASCAR, ranging from the ARCA Menards Series to the NASCAR Cup Series.

The NASCAR Advance Auto Parts Weekly Series encourages fans to “come home” to their local tracks and participate in the NASCAR experience at the grassroots level. Local tracks are home to the future stars of the sport and are also home to generations of passionate fans. Involvement with local grassroots tracks is a great opportunity to tap into the world of racing and get a closer look into life at the track.

WHY GRASSROOTS RACING?

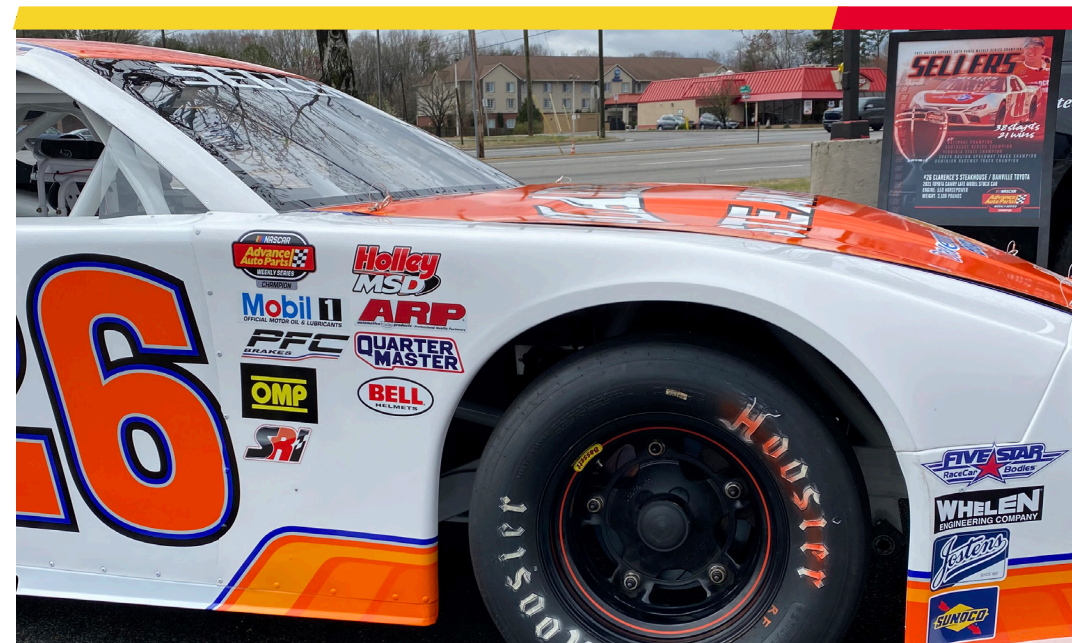
- Direct connection with *core fans*
- *Family-oriented* ecosystem
- Tangible sponsor assets
- *Local* activation in primary & secondary markets
- Create *fan awareness* about the drivers



CONTINGENCY SPONSORS

NASCAR Advance Auto Parts Weekly Series provides companies with a unique avenue to expose their brand to thousands of consumers on a weekly basis.

Local NASCAR events can provide a powerful presence for consumer activation through *product and service promotions, track signage, promotional displays, sampling, and hospitality programs*. Each venue offers a unique and wide array of programs to help you reach NASCAR consumers and connect with the most loyal fans in sports.



ADVANCE AUTO PARTS (AAP)

Advance Auto Parts is heavily invested in NASCAR - both at its national and grassroots levels - as the entitlement sponsor of the NASCAR Advance Auto Parts Weekly Series, Official Auto Parts Retailer of NASCAR and a partner of Team Penske and NASCAR Cup Series driver, Ryan Blaney.

Following the inaugural year of being the entitlement sponsor of the NASCAR Advance Auto Parts Weekly Series, AAP announced two initiatives to promote NASCAR Home Tracks and grassroots racing: the “Advance My Track Challenge” and NAAPWS Home Track Highlight program.



“ADVANCE MY TRACK CHALLENGE”

Opportunity for NASCAR-sanctioned home tracks to compete for a **\$50,000 grand prize** that would go towards helping the track make needed repairs and upgrades. The winner is determined through a fan voting program, relying on tracks to promote themselves to the public and encourage public voting.

Over 20 NASCAR-sanctioned tracks competed in the first “Advance My Track Challenge”, with **Berlin Raceway being the grand prize winner**. Hudson Speedway and Alaska Raceway Park finished 2nd and 3rd, respectively, and both received prizes to help maintain and upgrade their tracks. Participating tracks are required to provide a video that explained a variety of things pertaining to the track, including the history of the track, the community impact of the track and how winning the challenge would impact fans and track management.

The ‘Advance My Track Challenge’ had a great first year, and our message to race fans is, **we’re just getting started**. This program plans to return next year, as our team continues to support grassroots racing across NASCAR’s home tracks.

— Jason McDonell
Executive VP, Merchandising, Marketing and E-commerce, Advance Auto Parts



NAAPWS HOME TRACK HIGHLIGHT

Program providing NASCAR-sanctioned Home Tracks the opportunity to be featured in front of a national audience. Advance Auto Parts teamed up with Team Penske and NASCAR Cup Series driver, Ryan Blaney, to feature different NAAPWS tracks on Blaney’s No. 12 car.

For every victory that Ryan Blaney and the Penske No. 12 car receives during the season, the two tracks that were featured on the car would receive \$1,200 each. These winnings could go towards track operations, local driver winnings or supporting a charity of the track’s choosing.



SANCTIONED TRACKS

WEST

- 1 **Alaska Raceway Park**
Palmer, AK
raceak.com
- 2 **All American Speedway**
Roseville, CA
allamericanspeedway.com
- 3 **Colorado National Speedway**
Dacono, CO
coloradospeedway.com
- 4 **Coos Bay Speedway**
Coos Bay, OR
coosbayspeedway.us
- 5 **Edmonton International Raceway**
Wetaskiwin, Alberta, Canada
edmontonraceway.com
- 6 **Evergreen Speedway**
Monroe, WA
evergreenspeedway.com
- 7 **Irwindale Speedway**
Irwindale, CA
irwindalespeedway.com
- 8 **Magic Valley Speedway**
Twin Falls, ID
magicvalleyspeedway.com
- 9 **Meridian Speedway**
Meridian, ID
meridianspeedway.com
- 10 **The Bullring at Las Vegas Motor Speedway**
Las Vegas, NV
lvms.com
- 11 **Tucson Speedway**
Tucson, AZ
tucsonspeedway.com

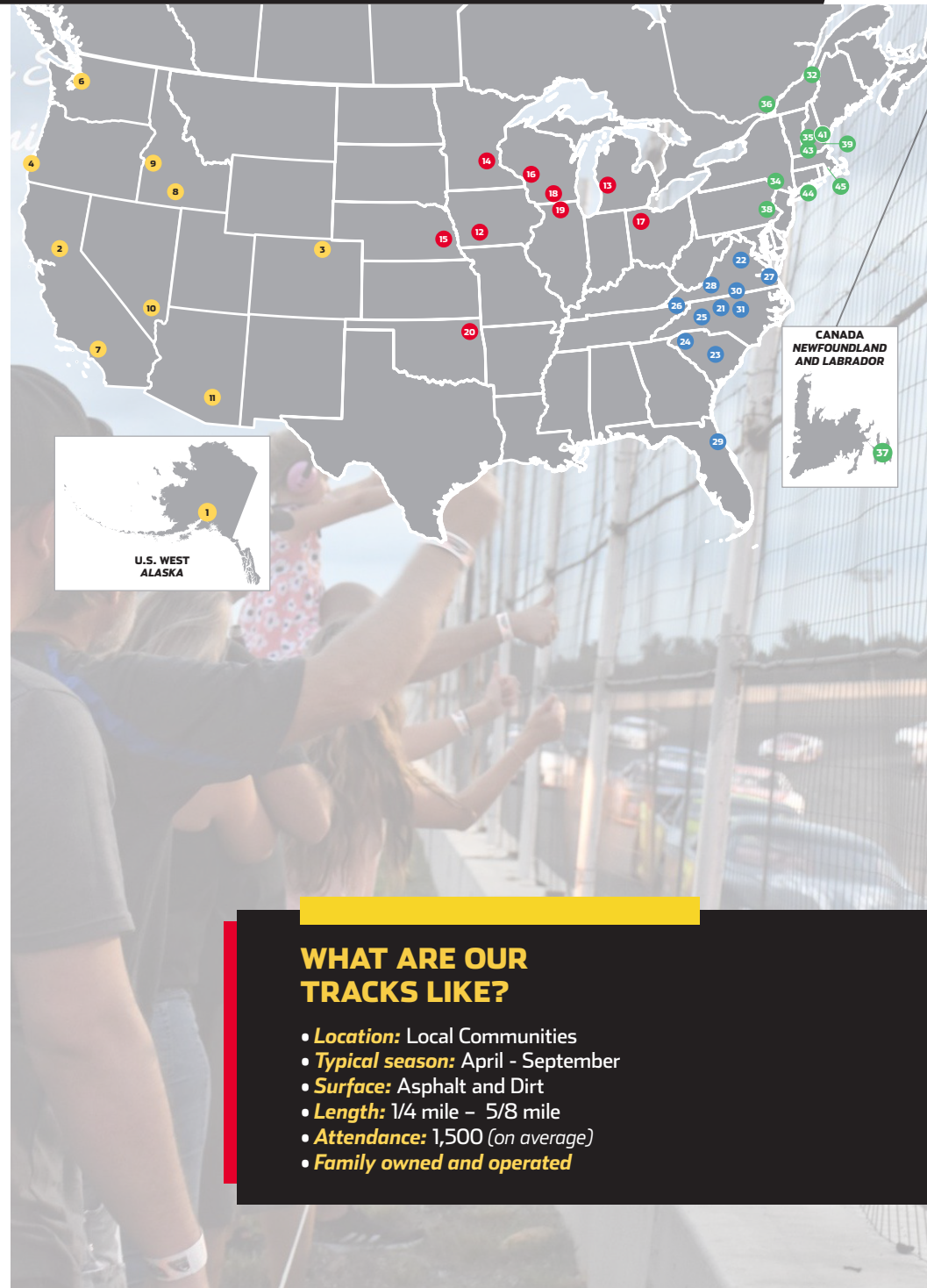
MIDWEST

- 12 **Adams County Speedway**
Corning, IA
acspeedway.com
- 13 **Berlin Raceway**
Marne, MI
berlinraceway.com
- 14 **Elko Speedway**
Wetaskiwin, Alberta, Canada
edmontonraceway.com
- 15 **I-80 Speedway**
Greenwood, NE
i-80speedway.com
- 16 **LaCrosse Fairgrounds Speedway**
West Salem, WI
lacrossespeedway.com
- 17 **Limaland Motorsports Park**
Lima, OH
limaland.com
- 18 **Madison International Speedway**
Oregon, WI
misracing.com
- 19 **Rockford Speedway**
Rockford, IL
rockfordspeedway.com
- 20 **Salina Highbanks Speedway**
Pryor, OK
salinahighbanksspeedway.com
- 21 **Bowman Gray Stadium**
Winston-Salem, NC
bowmangrayracing.com
- 22 **Dominion Raceway**
Woodford, VA
dominionraceway.com
- 23 **Florence Motor Speedway**
Monroe, WA
evergreenspeedway.com
- 24 **Greenville Pickens Speedway**
Easley, SC
greenvillepickens.com
- 25 **Hickory Motor Speedway**
Newton, NC
hickorymotorspeedway.com
- 26 **Kingsport Speedway**
Kingsport, TN
kingsportsspeedway.com
- 27 **Langley Speedway**
Hampton, VA
langley-speedway.com
- 28 **Motor Mile Speedway**
Radford, VA
motormilespeedway.com
- 29 **New Smyrna Speedway**
New Smyrna Beach, FL
newsmyrnaspeedway.org
- 30 **South Boston Speedway**
South Boston, VA
southbostonspeedway.com
- 31 **Wake County Speedway**
Raleigh, NC
wcspeedway.com

NORTHEAST

- 32 **Autodrome Chaudière**
Vallee-Jonction, QC
autodromechaudiere.ca
- 33 **Autodrome Granby**
Granby, QC
autodromegrabby.com
- 34 **Bethel Motor Speedway**
Swan Lake, NY
bethelmotorspeedway.com
- 35 **Claremont Motorsports Park**
Claremont, NH
claremontmotorsportspark.com
- 36 **Complexe ICAR**
Mirabel, Quebec, Canada
icarexperience.ca
- 37 **Eastbound International Speedway**
Avondale, Newfoundland and Labrador, Canada
eastboundpark.com
- 38 **Grandview Speedway**
Bechtelsville, PA
grandviewspeedway.com
- 39 **Hudson Speedway**
Hudson, NH
hudsonspeedway.com
- 40 **Jennerstown Speedway**
Jennerstown, PA
jennerstown.org
- 41 **Lee USA Speedway**
Lee, NH
leeusaspeedway.com
- 42 **Le RPM Speedway**
Saint-Marcel-de-Richelieu, QC
lerpmspeedway.com
- 43 **Monadnock Speedway**
Winchester, NH
monadnockspeedway.com
- 44 **Riverhead Raceway**
Riverhead, NY
riverheadraceway.com
- 45 **Seekonk Speedway**
Seekonk, MA
seekonkspeedway.com

SOUTHEAST



WHAT ARE OUR TRACKS LIKE?

- **Location:** Local Communities
- **Typical season:** April - September
- **Surface:** Asphalt and Dirt
- **Length:** 1/4 mile – 5/8 mile
- **Attendance:** 1,500 (on average)
- **Family owned and operated**



SERIES BREAKDOWN

The NASCAR Advance Auto Parts Weekly Series program is comprised of multiple divisions of competing classes, enabling competitors to move up the ladder as they progress for the opportunity to compete for the title.

DIVISION I

As the feature division of the series, drivers compete for *National, Regional, State/Provincial, and Track championships, Rookie of the Year honors, and ranking nationally in the Top 100 drivers.*

DIVISIONS II-V

Drivers in these divisions compete for *National, Regional, and Track championships, and ranking nationally in the Top 100 drivers.*

POINTS

Points are awarded based on the number of cars starting the feature race, with up to 16 cars being counted. The winner will be awarded 2 points per car and winner bonus.

WINNER BONUS POINTS BASED ON STARTING POSITION

1st - 4th = 0 Bonus Points
5th - 8th = 2 Bonus Points
9th - Last = 4 Bonus Points

POINT FUND

DIVISION I CHAMPION: \$25,000

REGIONAL CHAMPIONSHIP: \$35,000 Payout

1st	\$15,000	2nd	\$7,000	3rd	\$3,500	4th	\$2,000	5th	\$1,500
6th	\$1,400	7th	\$1,300	8th	\$1,200	9th	\$1,100	10th	\$1,000

LOCAL TRACK CHAMPIONS: \$15,000 Payout/Track (across all divisions)

DIV I	1st: \$3,500	2nd: \$2,000	3rd: \$1,200	4th: \$1,000	5th: \$800
DIV II	1st: \$1,000	2nd: \$800	3rd: \$500	4th: \$400	5th: \$300
DIV III	1st: \$700	2nd: \$400	3rd: \$350	4th: \$300	5th: \$250
DIV IV	1st: \$500	2nd: \$325	3rd: \$250	4th: \$225	5th: \$200

CHAMPIONSHIP LEVELS



NATIONAL (DIVISION I ONLY)

Champion determined by a driver's best 18 finishes; Champion awarded National Championship Trophy



REGIONAL

Champion determined by a driver's best 14 finishes; Champions awarded trophy with payout to top-10 in each region (West, Midwest, Southeast, Northeast)



STATE/PROVINCIAL

Champions determined by a driver's best 14 finishes within State/Province; For Division I competitors only; Champions awarded champion driver's suit and trophy



TRACK

Champions determined by track's point system; Champions in Division I awarded commemorative helmet and includes \$15,000 track payout

JOSTEN'S ROOKIE OF THE YEAR

NATIONAL

Determined by a driver's best 18 finishes from any NASCAR-sanctioned track in North America, receiving a \$2,000 reward. All first time Division I license holders are automatically eligible for the national rookie award.

REGIONAL

Determined by a driver's best 14 finishes, there is a top-10 payout for each of the four regions, totaling \$4,500.

STATE

Determined by a driver's best 14 finishes within the state, province, region or nation. Recipients receive a trophy.

WHO ARE OUR DRIVERS?

- Your *everyday* blue-collar worker and tradesman
- An auto parts store employee
- An elitist who developed a hobby at age 40
- Young *men and women* aspiring to climb up the ranks
- Your neighborhood police officer



AT-TRACK EXPERIENCE

Local short tracks offer a family friendly environment that is fun for all ages. The local fair-type atmosphere that is often seen accompanying race nights make it easy for tracks to appeal to all types of race fans. Many tracks have autograph and meet & greet sessions with drivers, pre-race concerts, car shows, track walks, and firework shows to end the night.

Tracks with concession stands offer a large selection of food and drinks for fans as they settle in for a night of racing, while tracks with stores offer a souvenir to take home to remember the time spent at the races. These souvenirs range from t-shirts, sweatshirts, wristbands, replica toy cars, checkered flags, hats and sunglasses. Many drivers also have their own branded merchandise that they can sell to people and encourage fans to support their favorite local NASCAR driver.



SPECIAL EVENT NIGHTS

Several tracks offer a variety of special event nights that engage with every fan in the crowd- whether it's Kid's Night, Family Night, Back-to-School Night, First Responders Night, or Union Night. Oftentimes, these nights offer the crowd giveaway items, discounted tickets, on-track activities, or special announcements during the race. These event nights allow people with similar interests and lifestyles to enjoy racing with a night dedicated to them, their friends and their family

ACTIVITIES

Tracks have a wide array of activities to keep fans entertained when cars aren't racing. Some might offer face-painting, box car races, coloring contests, or mascot meet-and-greets before the race. During the race, kids might be able to hand out trophies to race winners, participate in foot races during intermission, be a part of a bike giveaway, and run around on a playground.



COMMUNITY INVOLVEMENT

Many tracks have a Kid's Club that engages with kids of all ages to promote racing and involvement within the community. Activities offered range from reading programs, back-to-school promotions, and summer entertainment. Some tracks also offer 50/50 raffles and team up with local organizations and charities to help raise money. Volunteers sell raffle tickets throughout the night and once a number is drawn, half of the earnings go to the track and the other half go to a local organization.



YOUTH RACING

In addition to regular short track racing happening at the track, many local short tracks offer a range of youth racing programs that help get younger generations involved in the lifestyle. These programs range from Jr Stinger Divisions, Mini Cup Classes, Future Stock Divisions, and Bandolero racing. This allows younger drivers to get involved early and build relationships with the track and its fans.

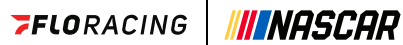


WHAT CARS ARE RACED AT THE TRACKS?

- Car classes vary per track and have rules for each division
- Car design, engine power & race setup vary on surface type and track configuration, with multiple types used on the different surfaces
- Vehicle size and engine power increase as you climb the ladder through division
- Some regions across North America prefer a different style of racing and racecars



FLORACING



NASCAR's grassroots properties, formerly housed within the NASCAR Roots vertical on TrackPass, will now join FloRacing's extensive library of racing programs - including drag racing, motocross, supercross, snow mobile racing and more. Over 280 NASCAR Roots races annually will stream live and on-demand under the TrackPass banner on FloRacing, transforming the popular platform into the leading destination for grassroots motorsports.

Fans can subscribe to FloRacing, gaining access to nearly 2,000 races annually for \$150 a year, a value equaling less than \$0.10 per race. The partnership will give fans access to more NASCAR Roots racing than previously available, including tentpole events at Bowman Gray Stadium, New Smyrna Raceway and Berlin Raceway.

FloRacing and NASCAR's partnership will also deliver an unparalleled investment in grassroots racing, including additional funding for local tracks and increased purses for drivers that compete in NASCAR's touring and weekly series events.

CONTENT INCLUDES

- **Exclusive** Interviews
- **Behind-the-Scenes Access** with drivers
- News and highlights
- Analysis
- **Archived** races

NATIONAL



REGIONAL



WEEKLY



INTERNATIONAL





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www.nascar.com/roots