

Lake View Motor Speedway

PROPOSAL FOR MARKETING PARTNERSHIP

2025 Race Season

OVERVIEW

In 1979, Jay Asbill had a vision in a cornfield to build a dirt racetrack, naming it Lake View Motor Speedway. This track is located in Dillon County between Lake View and Nichols, South Carolina. Because Lake View Motor Speedway was surrounded by farms and fields, it quickly became both a staple in the community and a landmark.

In the 1980's, Asbill was committed to providing quality dirt track racing competitions, making Lake View Motor Speedway one of the most successful tracks in the Carolinas. During this time, the racetrack operated on Fridays, Saturdays, and occasionally on Sundays for afternoon races.

Lake View Motor Speedway is known for having the Greats of Yesteryear grace the dirt track, paving the way for the next generation. In the early 1990's, David Taylor purchased the track. As owner and promoter, Taylor introduced the Hav-A-Tampa and STARS series. The racetrack was later purchased by Charles and Sandra Miller; and they promoted the track for over twenty years.

Currently, Scott Tripp and his wife, Sophie own Lake View Motor Speedway and are committed to giving the track new life. With the helping hands of general manager, Tim Clemons, Lake View Motor Speedway continues to be known as the smoothest 4/10th high-banked dirt track in the South.



Highlights noted for the 2025 racing season:

- Annual remodel and update the facility.
- Hosting various touring series such as: Blue Ridge Outlaws, Bell and Bell Vintage Series, Ultimate Super Late Model Series, Carolina Clash Super Late Model Series, Carolina Sprint Tour, and SCDRA.
- Continually maintaining its wholesome, family-orientated atmosphere through community events and by including activities for the children at the track, and fireworks.
- Continued partnership with NASCAR Grassroots and Darlington Raceway cross promotion.
- Hosting Memorial races, Military Appreciation Nights, First Responders/Law Enforcement Night/Etc.
- Adding 2 new divisions for kids, 3- to 5-year-olds Juicebox Division, 6- to 7-year-olds Extreme Drifters
- Continued partnerships funding non-profits such as Veterans of Foreign Wars, Jackson Winkler Foundation, Saint Jude's Children's Research Hospital, Backpack Buddies, etc.
- Fan Appreciation "Season" \$5.00 off coupons distributed to fans throughout the year.

2025 Tentative Regular Season “Working” Schedule

(Schedule, dates, and classes throughout season may be adjusted or altered as needed, and subject to change)

Saturday February 1st

Open Practice All Classes

Sunday February 2nd

I-95 “Cash Money” South of the Border Showdown

Northeast Sportsman Mods 3K

Lake View Late Models

Carolina Sprint Tour Sprint Cars

Crown Vics

INEX Legends

2025

Friday March 21st

Open Practice All Classes

Saturday March 22nd

Darlington Raceway/NASCAR Night

Blue Ridge Outlaw **Late Models 3K**

American Racer 525 Mods

Lake View Late Models

Street Stocks

Northeast Sportsman Mods

Stock V8 **Crown Vics**

Saturday April 5th

Lake View Late Models

Street Stocks

Northeast Sportsman Mods

Stock V8

SCDRA

INEX Legends

Carolina Outlaw Super Streets

Friday April 11th

Open Practice All Classes

Saturday April 12th

Easter Bunny Southeast Late Model Showcase

Ultimate Super **Late Models 5K**

Lake View Late Models

Southern Wedge **Late Models**

Red Clay Series 602 **Late Models (T)**

Sharp Mini **Late Models**

Friday April 25th

Open Practice/**SCDRA Beach Bash** Qualifying

Saturday April 26th

SCDRA Beach Bash 5K

Lake View Late Models

Street Stocks

Northeast Sportsman Mods

Stock V8

Bell & Bell Vintage **Juicebox**

Friday May 2nd

Open Practice/Street Stock Jamboree Qualifying

Saturday May 3rd

Mid Atlantic Street Stock Jamboree

Street Stocks 3K

Lake View Late Models

Carolina Outlaw Super Streets

Stock V8

INEX Legends

Crown Vics

Saturday May 17th

JD Pridgen Memorial Late Model Special

Lake View Late Models

Street Stocks

Northeast Sportsman Mods

Stock V8

INEX Legends

Bell & Bell Vintage

Crown Vics **Juicebox**

Friday June 13th

Open Practice/**Pop Hahn’s Open Wheel Madness Special**

Saturday June 14th

Carolina Sprint Tour Sprint Cars

Northeast Sportsman Mods “Topless Night”

Southeast 602 Mods (Mid -East)

INEX Legends

Bell & Bell Vintage

American Racer 525 Mods (T)/ Modlites

Saturday June 28th

Sandra Miller Memorial Late Model Special

Lake View Late Models
Street Stocks
Northeast Sportsman Mods
Stock V8
INEX Legends
SCDRA

July Closed for Summer Break

Saturday August 9th

Jackson Winkeler's Kids Back to School Special

Lake View Late Models
Street Stocks
Northeast Sportsman Mods
Carolina Outlaw Super Streets
Stock V8
SCDRA
Crown Vics Juicebox

Saturday August 23rd

Lake View Late Models Night

Lake View Late Models
Street Stocks
Northeast Sportsman Mods
Stock V8
INEX Legends
Bell & Bell Vintage
SCDRA

Saturday September 6th

6th Annual Edwards Family Super Late Model Special

Carolina Clash Super Late Models 7.5K
Lake View Late Models
Street Stocks
Northeast Sportsman Mods
Stock V8
INEX Legends

Saturday September 13th

Lake View Late Models Night

Lake View Late Models
Street Stocks
Northeast Sportsman Mods
Stock V8
Crown Vics
SCDRA Bell & Bell Vintage

Saturday September 27th

**Jackson Winkeler's Stock V8 1ST Responders
& Sophie's "Topless" Season Finale Night**

Blue Ridge Outlaw Late Models 3K
Lake View Late Models
Stock V8
Street Stocks
Northeast Sportsman Mods
SCDRA
Bell & Bell Vintage
Crown Vics Juicebox

Other 2025 Dates, Events, Additional Shows

Friday **February 28th** Falt Track Motorcycle Racing

Saturday **March 1st** and **March 8th** TBD

Saturday **March 15th** Open Practice/Car Show

Saturday **April 19** TBD/Rain date

May 11th Flat Track Motorcycle Racing

Sunday **May 12th** Flat Track Motorcycle Racing

October- Track is available for Lease

November- Track is available for lease

Saturday **December 6th** Swap Meet/Rules/Awards

* All Dates and Classes Subject to Change*



523 Race Track Rd, Nichols, SC 29581

SPONSORSHIP OPPORTUNITIES

Lake View Motor Speedway is a 4/10 Mile High Banked Clay oval located 3 miles south of Lake View, SC that host weekly dirt racing featuring Late Models, Street Stocks, Stock V8 and Modifieds. Several touring series also visit the track multiple times a season. We offer an outreach of over 25k on Facebook and up to several thousand at the track for events.

SPONSORSHIP PACKAGES



PACKAGE 1

Front Stretch Sign 4'x8' + Loudspeaker mentions every event.

\$750



PACKAGE 2

Package 1 + Social Media name and logo on randomly posted event flyers throughout the season on Facebook with over 23,000 followers + more

\$1500



PACKAGE 3

Package 1 & 2 + Special Night for that business where all employees get honored on the front stretch with free promotional giveaways.

\$2500



CUSTOM PREMIUM PACKAGE

Everything Above +
Car class named after your business
Hand held Sign in all victory lane winner photographs
Large name/logo on water truck
Large 10 x 12 Billboard on pit building wall

\$????

~All Packages are Negotiable to fit your business~

Contacts:

Kevin Miller; 843-468-8784 / Wildgators89@Outlook.com
Scott Tripp; 843-385-6610 / Scott@mst-hvac.com

WWW.LAKEVIEWMOTORSPEEDWAY.COM

The Objective

Lake View Motor Speedway is pleased to submit this marketing proposal to support your company in achieving its marketing goals. As a local dirt track, reaching thousands of race fans each week, our mission is to build brand recognition of your product and drive demand of what you have to offer. Whether you are an established name or a new market contender, our team can help you build through effective advertising and put you in the eyes of thousands of potential customers from Lake View Motor Speedway and the surrounding area.

By the Numbers: (per night)

Car Counts range from 65+ with 5 classes, to 110+ with 7 classes.

Fans in the stands range from 350 to over 1000, max capacity 1800.

Pit Entries range from 400 to 800 per night.

Social media (Facebook)

Over 25,000+ followers daily in 2025 with up to 97,000+ post engagements.

Miscellaneous Additional Exposure Available and to be Negotiated.

- *Name/Logo on Misc. print items such as end of season Banquet Tickets
- *Opportunity to network and partner with other marketing partners at the track.
- *Free unlimited pit passes and grandstand tickets for all family and employees.
- *Unlimited use of racetrack property to showcase your products to our race fans.
- *Promotional tents can be set up and used for each race day fan and pit entry location.
- *Company name written out in all press releases after each race and sent to multiple media outlets.

CONCLUSION

Lake View Motor Speedway has continually proven to be an industry leader in customer satisfaction. We look forward to working with your company and are confident that we can provide you with the positive attention that you desire and deserve.

If you have any questions on this proposal, feel free to contact **Scott Tripp at 843-385-6610**. Email: Scott@mst-hvac.com. We would welcome a personal meeting to discuss any further options you may have questions about or would like to consider.

We are also open to customizing exposure based on your 2025 advertising budget. You are encouraged to visit our Facebook page Lake View Motor Speedway, and our website is www.lakeviewmotorspeedway.com. There, you will be able to see everything that we are involved in daily as well as information on each of our upcoming events.

Thank you for your consideration,

Scott & Sophie Tripp/Owners
Lake View Motor Speedway, LLC