

# Lake View Motor Speedway

## PROPOSAL FOR MARKETING PARTNERSHIP

### 2022 Race Season

## OVERVIEW

In 1979, Jay Asbill had a vision in a cornfield to build a dirt race track, 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 race track 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 race track 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 Wayne Brewer and general manager, Tim Clemons, Lake View Motor Speedway continues to be known as the smoothest 4/10th semi-banked dirt track in the South.



Also noted for the 2022 racing season:

- Plans to upgrade and paint Lake View Motor Speedway
- Hosting large touring series such as: Drydene Super Late Models, Carolina Sprint Tour, Mid-East Modifieds, Carolina Clash, Blue Ridge Outlaws, Bell and Bell Vintage Series, Ultimate Super Late Model Series, Steel Block Bandits, Renegades of Dirt, and SCDRA.
- Continually maintaining its wholesome, family-orientated atmosphere through community events and by including activities for the children at the track, and fireworks.
- Optional nationally televised MAV TV shows
- Continued partnership with NASCAR Grassroots and Darlington Raceway cross promotion.
- Hosting 4 Large Memorial races

2022 SEASON TENTATIVE SCHEDULE  
(2022 Scheduled Dates and Car Classes Subject to Change)

2022 "Pop Hahn's Crown the King" Season Schedule (released 01-08-2022)  
(ALL Classes and dates are tentative and subject to change)

**Start of Round 1 \$10,000.00 Points Championship (3/19 to 6/25)**

- \$\$\$ 2022 Increased Purses- Street Stock, SCDRA, 602 OWM all **\$600 to Win!** (unless otherwise noted) \$\$\$
- SAT 3/12** Open Practice/Safety Inspection/ Car Show (1pm till 6pm)  
1st Annual Miss LVMS Victory Lane Pageant  
SCDRA Powder Puff 1st Practice
- SAT 3/19** "Topless Outlaws Opening Night" Blue Ridge Outlaws **\$2000 to Win!** (LM non points)  
Carolina Outlaws Super Street **\$850 to Win!** Street Stock\*, Stock V8\*, 602 OWM\*, SCDRA\*
- THU 3/24** **DIRTcar Drydene Super Late Models \$5000 to Win!**, Street Stock\*, Stock V8\*, 602 OWM\*, SCDRA\*.
- FRI 4/1** Open Practice/Safety Inspection/ SCDRA Powder Puff Practice (7pm till 10pm)
- SAT 4/2** 3RD Annual JD Pridgen Memorial Blue Ridge Outlaws **\$3000 to Win\*!**, Street Stock\*, Stock V8\*, 602 OWM\*, SCDRA\*, B&B Vintage, SCDRA Powder Puff\*, Power Wheels\*.
- SAT 4/9** Ultimate SUPER Late Models **\$5000 to Win!** Carolina Outlaws Super Street **\$850 TO Win!**  
"Race to the Hunt" Easter Egg Extravaganza (main parking lot, 2pm)  
Street Stock\*, Stock V8\*, 602 OWM\*, SCDRA\*.
- FRI 4/22** Open Practice all divisions/ Morrisonbuilt SCDRA Beach Bash Qualifying  
GM Performance 602 Late Models Qualifying / 10 pm Pit Party/ Camping all weekend.
- SAT 4/23** Morrisonbuilt SCDRA Beach Bash **\$5000 to win\*\*!** (National MAV TV Production)  
GM Performance 602 Late Model Series **\$1200 to Win!**, Street Stock\*, Stock V8\*, 602 OWM\*, B&B Vintage.
- SAT 4/30** **Darlington Raceway/NASCAR (Throwback) Fan Appreciation Night**, Late Models \$2000 to Win\*!, Stock V8 **\$500 TO Win\*!**, SCDRA\*, B&B Vintage, JR Mini Sprints\*.  
Mod Lites, Powder Puff, Racecar kiddie rides and 2 seater rides!  
(602 Mods/Street Stocks @ FMS). (Late Model Rules TBD)
- FRI 5/13** Mid-East 602 OWM Special\*, SCDRA \*, Street Stock\*, Stock V8\*, Jr. Mini Sprints\*, Powder Puff\*, Plus more.... Pit party/camping all weekend.
- SAT 5/14** **Pop Hahn "Man on the Moon" Open Wheel Madness**/Mid East 602 OWM Special **"\$1000 to Win\*\*!** Carolina Sprint Tour Sprint Cars, JR Mini Sprints\*, B&B Vintage, Mod Lites.
- SAT 5/28** Carolina Clash **"Pop Hahn's Military Appreciation Night"** SUPER Late Models **\$5000 to Win!**, Stock V8\*, SCDRA\*, B&B Vintage, Jr. Mini Sprints\*, Mod Lites. (602 Mods/ Street Stock @FMS)
- SAT 6/11** 5th Annual Sandra Miller Late Model Memorial **\$3000 to Win!\*** Street Stock\*, 602 OWM\*, Stock V8\*, SCDRA\*, B&B Vintage, Power Wheels. (LM Steel Block Bandit Rules)
- SAT 6/25** Mid-East 602 OWM Special\*\* "The Twin 20's" **\$600 to Win Each!**, Punisher Super Street Series **\$800 to Win!**, Late Model\*\* (Rules TBD), Street Stock\*\*, Stock V8\*\*, SCDRA.\*\*

End of Round 1 **\$10,000.00** Points Championship

## NO RACING IN JULY/MID SUMMER BREAK/FAMILY VACATIONS

### Start of Round 2 \$10,000.00 Points Championship (8/6 to 11/19)

- SAT 8/6** 4th Annual Larry Long Late Model Memorial/Bobby Taylor Oil Special **\$3000 to Win!\*\***, Carolina Outlaws Super Street **\$850 to Win!**, Street Stock\*\*, Stock V8\*\*, 602 OWM\*\*, SCDRA\*\* (LM Steel Block Bandit Rules)
- SAT 8/13** Ultimate SUPER Late Models **\$5000 to Win!**, Stock V8\*, 602 OWM\*, SCDRA\*, B&B Vintage, INEX Legends **\$600 to Win!** (Street Stocks @Sumter)
- SAT 8/20** Mid East 602 Late Model Series **\$1200 to Win!**, Punisher Super Street Series **\$800 to Win!** Mid East 602 Modified **\$750 to Win!\***, Mid East Street Stock **\$600 to Win!\***, Stock V8\*, INEX Legends **\$600 to Win!** (SCDRA@ Sumter)
- SAT 8/27** Steel Block Bandits\***\$5000 to Win!** 3RD Annual Edwards Family Late Model Memorial WIX FILTERS Family Night, Street Stock\*\*, Stock V8\*\*, SCDRA\*\* (602 OWM @ Sumter)
- THU 9/1** Open Practice (All Divisions) 10pm Pit Party/Camping all weekend.
- FRI 9/2** "Street Stock Extravaganza"/Stock V8 Special Heats/Mid East Street Stock Heats/Qualifying
- SAT 9/3** **2nd Annual J Winkeler "Topless Street Stock Extravaganza"/Law Enforcement Night"** Mid-East Street Stocks **\$5000 to Win!\***, Stock V8 **\$3000+ To Win!\***, Punisher Series Super Street Series **\$800 to Win!** 602 OWM\*, SCDRA\*
- SAT 9/10** "Topless Outlaw Night" Blue Ridge Outlaws **\$3000 to Win!\*** Carolina Outlaws Super Street **\$850 to Win!**, Street Stock\*, Stock V8\*, 602 OWM\*, SCDRA\*, Power Wheels.
- FRI 9/16** Mid East 602 OWM Special\*, SCDRA, Street Stock\*, Stock V8\*, plus more....
- SAT 9/17** **Pop Hahn "Man on the Moon" Open Wheel Madness**/Mid East 602 OWM Special **\$1500 to Win\*\*!** Carolina Sprint Tour Sprint Cars, JR Mini Sprints\*, B&B Vintage, Mod Lites.
- SAT 10/1** Carolina Outlaws Super Street **\$850 to Win!** Street Stock\*, Stock V8\*, 602 OWM\*, SCDRA\* Powder Puff, Plus more.... (Steel Block Bandits @311)
- SAT 10/15** 5TH Annual Tony Williams Street Stock Memorial \$TBA\*\*, Punisher Super Street Series **\$800 to Win!**, Stock V8\* 602 OWM\*, SCDRA\*, B&B Vintage, Powder Puff.
- SAT 11/12** SCDRA Morrisonbuilt Performance Special **\$2500 to Win\*\*!**, Punisher Super Street Series **\$800 to Win!** Stock V8\*,B&B Vintage, Mod Lites, Kiddie Rides, Power Wheels. (602 Mods/ Street Stock @FMS)
- SAT 11/19** Blue Ridge Outlaws Late Model Finally **\$3000 to Win\*\*!**, Street Stock\*\*, Stock V8\*\*, 602 OWM\*\*, B&B Vintage, JR Mini Sprints\*\*, INEX Legends, Powder Puff, Kiddie Rides, 2 seater Rides. (SCDRA @Screven)

### End of Round 2 \$10,000 Points Championship

Points Classes and Payouts  
Late Model, Street Stock, SCDRA, Stock V8, 602 OWM  
**(\$600, \$500, \$400, \$300, \$200, 1st thru 5th per class)**

\*Regular Points Night, \*\*Double Points Night

SAT 12/3 5TH Annual Racers Swap Meet/2023 Rules Meeting/Luncheon

SAT 12/3

2022 **"Pop Hahn's Crown the King"** Points Championship Luncheon  
(Best Overall Round 1 & 2 combined)

Pop Hahn's King of the Carolinas Late Model  
Pop Hahn's King/Queen of the Carolinas Street Stock  
Pop Hahn's King/Queen of the Carolinas Morrisonbuilt Performance SCDRA  
Pop Hahn's King of the Carolinas Stock V8  
Pop Hahn's King of the Carolinas 602 OWM  
Pop Hahn's King/Queen of the Carolinas Jr. Mini Sprint (Trophies Only)  
Pop Hahn's King/Queen of the Carolinas Power Wheels (Trophies Only)  
Pop Hahn's Queen of the Carolinas Powder Puff (Trophies Only)

#### **Racing Format for 2022 "Pop Hahn's Crown the King" \$20,000.00 Point Fund Season Championship**

- \*Each official feature winner (driver) for each one of the 5 regular classes after each event will receive (1) free pit admission drivers entry pass good for the next scheduled event the driver is racing in.
- \*There will be (2) Rounds (2 Separate Points Championships) in 2022. One in the first half of the season and one in the second half of the season.
- \*The best overall finisher in each class for the 2 championships (combined) will be crowned by Pop Hahn **"King of the Carolinas at Lake View"** for their class at the end of the year points luncheon.  
Tie breaker Policy: 1) Number of wins, 2) Highest Average Finish
- \*"Round 1" Points Championship will consist of the scheduled race dates from March 19th until June 25th and will pay a total of **\$10,000.00**.
- \* "Round 2" Points Championship will consist of the scheduled race dates from August 6th until November 19th and will pay a total of **\$10,000.00**.
- \*Please note \* is a single points night and \*\* is a double points night.
- \*There are 5 points paying classes: Late Model, Street Stock, SCDRA, Stock V8, 602 OWM.
- \*The top five point payouts for EACH Round (2 Rounds) for each of the 5 classes is as follows:  
**1<sup>st</sup> \$600, 2<sup>nd</sup> \$500, 3<sup>rd</sup> \$400, 4<sup>th</sup> \$300 5<sup>th</sup> \$200.**
- \*All points for each driver in each class will **"reset" back to zero** after the June 25th race date.
- \*Each driver will enter with zero points on August 6th for "Round 2" Points Championship to start.
- \*Round 2 points championship will conclude on the last race date of November 19th.

\*Round 2 points championship payout will be Saturday December 3rd at the season championship luncheon and swap meet.

\***Pop Hahn will “Crown the King”** for each class winner at the season championship luncheon.

Each “King” will receive the following:

- 1) 2023 Season Title of “King of the Carolinas at Lake View”
- 2) Photo on the throne wearing a robe and a crown.
- 3) 6 Foot Trophy
- 4) One seasons pit pass good for all events for 2023.
- 5) Miscellaneous Sponsor products and Contingencies.

### **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 500 to 900 per night.

## **Base Option for Exposure**

### **Package 1:**

Includes a 4x8 billboard on the front stretch fence; logo on all social media outlets and website; multiple loudspeaker mentions each night.

## **Additional Exposure Options To Consider**

### **Package 2:**

Includes all of Package 1, with the addition of a “Sponsor Spotlight Night” for employees (all employees and their families are free admission). Employees are invited on the front stretch during intermission for ceremonies and candy drop. Equipment can be brought in to operate and display. One lucky employee can throw the green flag to start the race of their choice. (Menu items can be added as additional in any package)

### **Package 3:**

Includes all of Packages 1 and 2, with the addition of a full season title name on a car division of choice for each event; plus 4 additional free season grandstand passes for your family/employees.

### **Package 4:**

Includes all of Packages 1, 2, and 3, with the addition of 2 national televised TV races on MAV TV, consisting of highly visible name/logo exposure on in-car camera, numerous local radio station advertisements throughout the season.

## 2022 Marketing Strategy

### BASE OPTION INCLUDED EXPOSURE

- \*4 x 8 sign on front stretch fence
- \* Loudspeaker mentions each night
- \*Company logo on website with direct link

### Internet/Social Media/Radio

- \*Logo and web link on [www.lakeviewmotorspeedway.com](http://www.lakeviewmotorspeedway.com)
- \*Logo and links on LVMS Facebook, Twitter, Instagram.
- \*Logo/Name on every Facebook flyer made to advertise for each event.
- \*Ads on Eagle 92.9 That's Racing Show Monday nights.

### National Television Opportunity

- \*Numerous live pay per view events with thousands of subscribers and Up to 3 MAV TV events with [1] in car camera displaying your name/logo with driver of your choice for each event, up to [3] name/logo display ads on the bottom of the screen during the national MAV TV broadcast of the race.

### 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 race track 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 the positive attention that you desire and deserve.

If you have any questions on this proposal, feel free to contact **Pop Hahn at (267) 221-7402** or **Scott Tripp at 843-385-6610**. 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 2022 advertising budget. You are encouraged to visit our Facebook page: <https://www.facebook.com/LakeViewMotorSpeedway/>. 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,

Pop Hahn  
Public Relations Officer

Lake View Motor Speedway, LLC