

FAN ZONE

March 18-20, 2022



FAN ZONE

RULES AND REGULATIONS

We ask that all displays remain open through the beginning of the NASCAR race scheduled for the day. Please plan accordingly based on the schedule below:

	Gate Opening	Souvenir Haler Opening	Fan Engagement Opening
Friday, March 18, 2022	2:30pm	1:00pm	1:00pm-5:00pm
Saturday, March 19, 2022	10:00am	9:00am	9:00am-5:00pm
Sunday, March 20, 2022	11:00am	9:00am	9:00am-3:00pm

Set-up and breakdown: Set up is Thursday, March 17, 2022 from 9:00am to 5:00pm and Friday, March 18, 2022 from 9:00am to 12:00pm.

If you need to set-up outside of these working hours, please contact Ted Austad (678-438-7238, taustad@atlantamotorspeedway.com), so that he can arrange to have someone help you. Please do not set-up on your own time or you may have to breakdown and move.

Upon arrival to the display area, please go directly to the display lot and check-in with Ted Austad or Mac MacDowell (404) 436-6240 to be placed in the proper area. Mac will be in the display lot during set-up hours listed above. **DO NOT SET UP WITHOUT VERIFICATION FROM TED OR MAC ON YOUR DISPLAY LOCATION.**

Breakdown time is Monday, March 21, 2022 (after any traffic has cleared). Space must be vacated no later than Tuesday, March 22, 2022.

If you choose to leave Sunday after the NASCAR Cup Series race begins, you must vacate the display lot by lap 200 or you will be forced to wait until all traffic has cleared after the event.

Site Survey: Ground surface is asphalt and concrete; sites are located between Gate 13 – Gate 14 (inside the Earnhardt Parking Lot) unless otherwise specified. Any holes from tent staking are your responsibility and need to be repaired before your departure from the track. Failure to repair holes properly will result in being billed for the damage and repair. Please consider alternatives such as water barrels, sand bags or concrete block. If your site location is on concrete, absolutely no staking will be permitted.

AMS must be notified of any third party that is bringing in tents, tables, chairs or temporary staffing.

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Please note that these guidelines, procedures, and policies are subject to change at the discretion of Atlanta Motor Speedway.

- **Company and/or its representatives may not sell or distribute any product samples, merchandise, or other materials, including without limitation, any company branded or racing-themed merchandise, on the Speedway property or in any display space. Company and representative acknowledge and agree that additional Rights Fees may apply for the distribution of complimentary gifts, product samples, or other premiums or items. In no circumstance shall t-shirts or hats be permitted to be distributed by company and/or representative. All items to be distributed by company and/or representative must be submitted to Atlanta Motor Speedway for approval no later than ten (10) days prior to the Event Weekend. The Speedway retains the right to prohibit certain types of gifts, at its sole discretion.**
- **No merchandise or display item will infringe on the trademark, tradename, service mark, service name, copyright, or other proprietary right of any other person. All merchandise must be licensed.**
- **Company and/or representative will not be permitted to distribute items or materials, solicit information or customers, or otherwise engage in commercial, business or political activities outside the ten-foot (10') border surrounding the display space.**
- **Company and/or representative may only occupy the space allotted by Atlanta Motor Speedway, i.e. if you purchased a 20' x 30' area, then all materials (fencing, tents, displays), must be within this area. Anyone who violates this space will be subject to an additional charge and may be asked to move.**
- **Vehicle traffic in the Fan Zone will be limited to when the Fan Zone is closed to the public. No vehicle access will be granted while the Fan Zone is open to the public (hours listed above). No personal vehicles are allowed to be parked in or near your designated Fan Zone space. All personal vehicles should be parked in the adjacent lot with proper credential displayed.**
- **Use of loudspeakers, bullhorns, or any other equipment or device to generate or emit music and/or loud noises from is limited; any such music and/or noises must be of a reasonable decibel level.**
- **Atlanta Motor Speedway reserves the right to require any promotions or displays which, at the sole discretion of Atlanta Motor Speedway, are deemed to be a nuisance, to be unduly annoying, to be interfering with the right rights of other concessionaires or interfering with the race experience the fans to cease.**
- **No drones, kites, balloons, or other flying or lighter than air advertisements or promotional materials shall be flown, raised or otherwise launched from, out of or attached to any display without prior written approval from Atlanta Motor Speedway.**

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- Atlanta Motor Speedway does not permit the display or distribution of materials or the broadcast of messages related to political candidates, political parties or political issues. Persons engaged in political campaigning will be asked to leave Atlanta Motor Speedway property.
- AMS must be notified if bringing in a port-a-john. AMS is not responsible for maintenance. AMS has contracted with United Site Services (770) 546-1266, this will be the only company allowed in the display area to service port-a-johns.
- AMS is not responsible for security. Please notify Colonel Michael Yarbrough with the Henry County Sheriff's Department at (404) 900-8574 to arrange security. Please note payment for said security may be due prior to or upon the completion of the event.
- No tow vehicles may be left at display site that are not part of the display during the course of the weekend. Tractors are expected to depart from trailers – if this is not the case, please notify AMS – and park in the designated area just outside the main tunnel, on the outside of Turn 2. No personal vehicles are allowed to be parked in or near your designated Fan Zone space. All personal vehicles should be parked in the adjacent lot with proper credential displayed.
- Two (2) parking passes will be given upon check-in to the display lot. Please use these passes only for vehicles that may need to visit your area during the event for restocking purposes. If you need to park any vehicles in your display area for any length of time they must fit in the original footprint provided and must not impede pedestrian traffic flow through or around your display.
- AMS does not provide generators, electricity, or water – please see list of vendors included in this packet. Please do not leave trash at the display site. Please breakdown any and all boxes and they will be picked up by AMS staff following the event.

SIMULATOR/RIDES WITH HYDRAULICS OR MOVING PARTS:

Per Georgia Department of Labor regulations –

If your display or simulator/ride has hydraulics or moves, a state engineer must certify it at the time of set-up. Please notify us if you believe your display vehicles or elements fall under this rule. Any violators may be asked to leave Atlanta Motor Speedway property with no refunds given.

Butch Lynch, Amusement / Supervisor (404) 463-0725 blynch@sfm.ga.gov

2022 SCHEDULE

Wednesday, March 16th	
9 a.m.	Exterior Campgrounds Open
Thursday, March 17th	
2 p.m.	Interior Campgrounds Open
Friday, March 18th	
7:30 – 9:30 a.m.	NASCAR Cup Series Haulers Enter
9:30 – 11:30 a.m.	NASCAR Truck Series Haulers Enter
12 – 8 p.m.	NASCAR Cup Series Garage Opens
12 – 2 p.m.	NASCAR Xfinity Series Haulers Enter
1 – 8:30 p.m.	NASCAR VIP Guest Credentialing Open
1 p.m.	Fan Zone Opens
1 – 9 p.m.	NASCAR Truck Series Garage Opens
2 – 9:30 p.m.	NASCAR Xfinity Series Garage Opens
2:30 p.m.	Gates Open (Gate 13)
3:05 – 3:55 p.m.	NASCAR Truck Series Practice
4:05 – 4:55 p.m.	NASCAR Xfinity Series Practice
5 p.m.	Fan Zone Closes
5:05 – 5:55 p.m.	NASCAR Cup Series Practice
6:30 – 10 p.m.	Speedway Children’s Charities Laps for Charity
Saturday, March 19th	
6:30 a.m. – 5 p.m.	NASCAR Cup Series Garage Opens
7:30 a.m. – 5 p.m.	NASCAR VIP Credentialing Open
8 a.m.	NASCAR Truck Series Garage Opens
9 a.m.	Fan Zone Opens
10 a.m.	Gates Open (Gates 10, 12, 13 & 15)
10 a.m.	NASCAR Xfinity Series Garage Opens
10:30 – 11:20 a.m.	NASCAR Truck Series Qualifying
11:30 a.m. – 12:20 p.m.	NASCAR Xfinity Series Qualifying
12:30 – 1:50 p.m.	NASCAR Cup Series Qualifying
12:05 p.m.	NASCAR Truck Series Driver Introductions
2:30 p.m.	Fr8 208 Race Begins
4:35 p.m.	NASCAR Xfinity Series Driver Introductions
5 p.m.	Nally Cars 250 Race Begins
5 p.m.	Fan Zone Closes
7:45 – 11 p.m.	Legends & Bandolero Racing (1/4 mile track)
8 – 11 p.m.	Peach Pit Party
Sunday, March 20th	
9 a.m.	Fan Zone Opens
11 a.m.	Gates Open (Gates 1, 10, 12, 13, 14 & 15)
12 p.m.	NASCAR Cup Series Garage Opens
1 – 3 p.m.	NASCAR VIP Credentialing Opens
1:15 – 2:15 p.m.	Pre-Race Concert Featuring Travis Denning
2:30 p.m.	NASCAR Cup Series Driver Introductions
3 p.m.	Folds of Honor QuikTrip 500 Begins
3 p.m.	Fan Zone Closes

PREFERRED VENDORS

SECURITY

Henry County Sheriff's Office
Colonel Michael Yarbrough
myarbrough@co.henry.ga.us
C: (404) 900-8574

TENTS, TABLES, CHAIRS, LINENS

Classic Tents and Events
Camile Fox
camile@classic-tents.com
O: (404) 301-4741 C: (404) 510-5229

PORT-A-JOHNS and WATER

United Site Services
Derek Reyes
Derek.Reyes@unitedsiteservices.com
C: (678) 725-0541

GENERATORS

Sunbelt Rentals
Justin Sistrunk
Justin.sistrunk@sunbeltrentals.com
O: (770) 227-9122 C: (770) 560-7855

RACING ELECTRONICS

Michael Rossi
mrossi@racingelectronics.com
O: (704) 721-5111 C: (609) 651-2310

CNC FENCING

Linda Clark
O: (770) 692-5940 M: (678) 776-8672

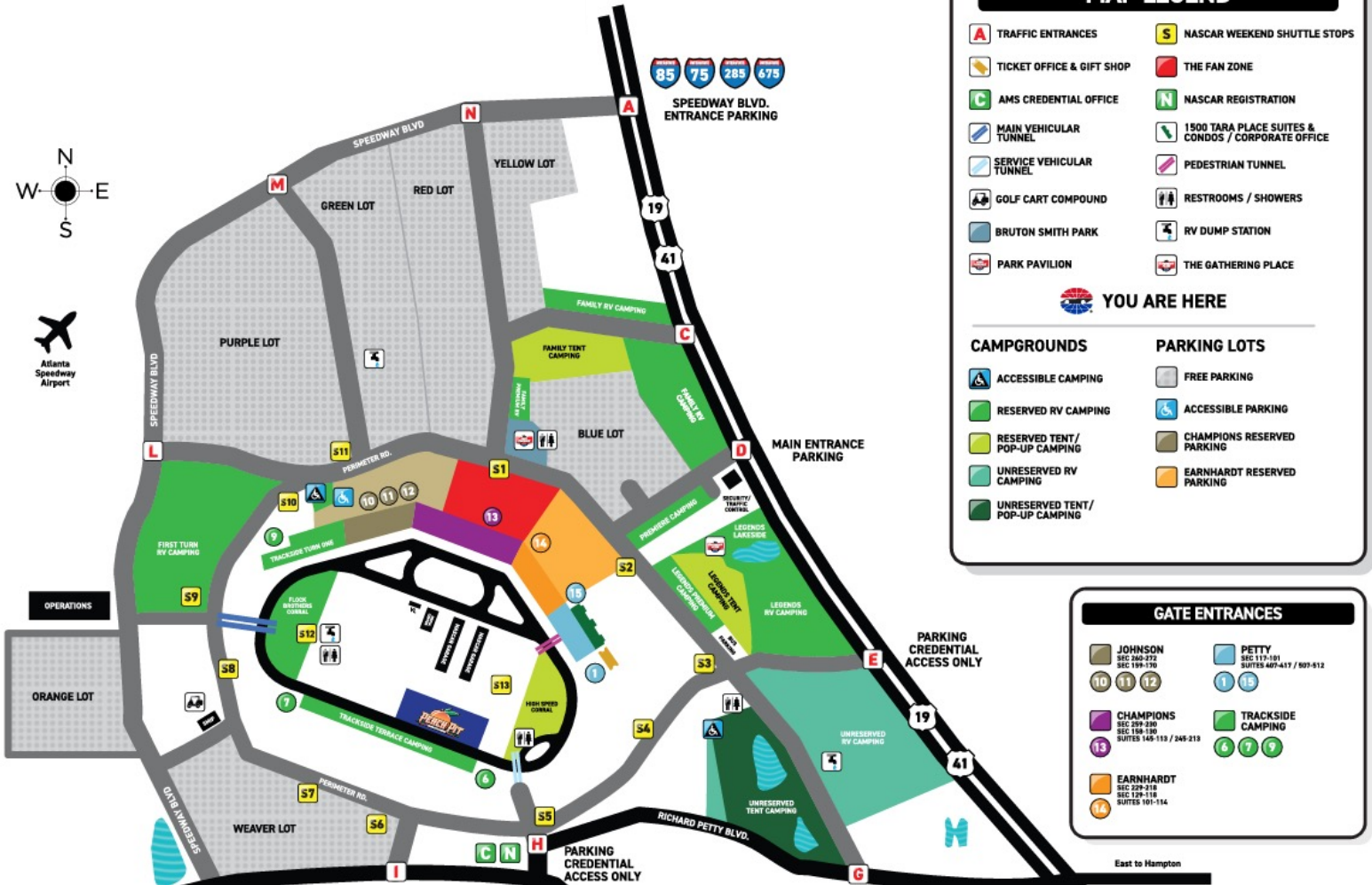
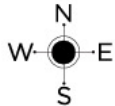
DÉCOR

Southern Race Day Promotions
Nelda Neal
njntwn@bellsouth.net
C: 770.978.4148

FLORAL

Tropical Images
Mike Cordesius
704.598.9011

FACILITY MAP





2022 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 or driver marks.

Examples of Allowed Giveaway Items:

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

Restricted Give Away Items:

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



Display Give Away Item Form
Due – One Week Prior to Event

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: _____