



HOSPITALITY VILLAGE HANDBOOK

Martinsville Speedway Qualifying Day
NASCAR Camping World Truck Series Kroger 200
NASCAR Sprint Cup Series TUMS Fast Relief 500

October 23 – 25, 2009



KEY CONTACT LIST

Ashley Webb, Manager of Marketing & Sales

- Cell 276-226-0496
- Work 276-956-7225
- awebb@martinsvillespeedway.com

Karen Parker, Sr. Director of Marketing & Sales

- Cell 276-226-0188
- Work 276-956-7208
- kparker@martinsvillespeedway.com

Melanie Gilbert, Hospitality Ambassador

- Cell 276-732-9844 (Race weekend only)



October 23-25, 2009 Race Weekend Schedule

Friday, October 23

- 9:00 a.m. - Gates Open
- 10:00 a.m. - NASCAR Camping World Truck Series Practice
- 11:30 p.m. - NASCAR Sprint Cup Series Practice
- 1:10 p.m. - NASCAR Camping World Truck Series Final Practice
- 3:10 p.m. - NASCAR Sprint Cup Series Qualifying
- 4:40 p.m.- NASCAR Camping World Truck Series Qualifying

Saturday, October 24

- 9:00 a.m. - Gates Open
- 10:00 a.m. - NASCAR Sprint Cup Series Practice
- 11:15 p.m. - NASCAR Sprint Cup Series Final Practice
- 1:00 p.m. - NASCAR Camping World Truck Series **Kroger 200**

Sunday, October 25

- 9:00 a.m. - Gates Open
- 1:30 p.m. - NASCAR Sprint Cup Series **TUMS Fast Relief 500**



HOSPITALITY VILLAGE INFORMATION

ADMISSIONS

- Guests must have both a grandstand admission ticket and a hospitality admission ticket at all times.
- Hospitality Services team members will be able to help guests find their exact chalet.
- For the security of the Hospitality Village patrons, guests who have lost their admission cannot be admitted onto the Village. Martinsville Speedway Staff will strongly enforce these guidelines.

Minors should be accompanied by an adult at all times while in the Hospitality Village. All children must have a ticket to enter.

HOURS

The village will open at 9:00 a.m. and closes when the green flag waves for the race.

LOCATION

The Hospitality Village is located at the top of the hill directly above the merchandise trailers and display lot.

WORKER CREDENTIALS

Each chalet is allotted two (2) credentials per day for workers to serve as host or hostesses during the event. Worker Credentials will be included in the hospitality village package sent to each client prior to the season. Preparation and set up at any time prior to an event weekend is acceptable and encouraged. Please contact the Martinsville Speedway Marketing Department at 276.956.7225 to schedule a time for set up.

*****PRE-RACE TRACK PASS*****

Self-Guided Track Tours are available from 9:30 to 1:00 p.m. Sunday morning of the event weekends for any guests. A Pre-Race Track Pass admission ticket is necessary to access the Frontstretch area during this time.

CATERING

Americrown Service Corporation is the Official Caterer of Martinsville Speedway. No other food or beverage may be served in the village. Americrown will provide one suite attendant for your convenience. When alcohol is being served in the chalet, at least one bartender must be staffed. Additional staffing is available and will be charged accordingly. Chalet attendants and bartenders will be dressed in uniform. Please contact Gloria Bruno at 386.681.3390, if you have any questions regarding catering.

CERTIFICATE OF INSURANCE

All Certificates of Insurance must be turned in prior to entering Martinsville Speedway. Certificates may be faxed to 276.956.2820, Attention: Karen Parker or Ashley Webb. The following paragraph **MUST** be on the COI for it to be valid with our legal standards:

"International Speedway Corporation and its subsidiaries (including without limitation Martinsville Speedway Corporation), its shareholders, officers, directors, agents, employees, related or affiliated companies, trustees, receivers, successors and assigns are additional insureds".

If you have any additional questions regarding certificates of insurance, please contact Karen Parker at 276.956.7208 or Ashley Webb at 276.956.7225.

DRIVER APPEARANCES

If you sponsor a car and the driver will need transportation to make an appearance in your chalet, please contact the Martinsville Speedway Marketing Department at 276.956.7225. You will need to make arrangements two weeks prior to the event.

*******GIFT BAGS*******

- If you will be handing out gift bags to your guests, the bag must meet our guidelines of a 6" x 6" x 12" soft-sided bag.
- Anything larger will not be permitted inside the grandstand gates, due to security police. If there is any question as to whether a bag will meet Martinsville Speedway requirements, please submit a sample to:

Ashley Webb
340 Speedway Rd
Ridgeway, VA 24148
276.226.7225

LOST OR STOLEN TICKETS

Martinsville Speedway is not responsible for lost or stolen tickets. Replacement tickets will not be issued.

MERCHANDISE

If you would like to purchase merchandise for your guests, such as hats, lapel pins or shirts, please contact Nancy Davis with Americrown Service Corporation at 1.800.PIT.SHOP.

SOUVENIR PROGRAMS

If you would like to order Souvenir Programs please contact Lori Lubahn at 517-592-1336.

GOLF CART RENTALS

Weekend golf cart rentals are available through ISC please contact Karen Parker at 276.956.7208 or Ashley Webb at 276.956.7225 if you need to rent a golf cart for race weekend.

PARKING AND PARKING PASSES

Each chalet receives a limited number of parking passes for each event. Chalet guests with parking passes will be directed to park in the North Lot. Due to the limited space, North Lot is not guaranteed and will be allocated on a first-come, first-served basis.

In the event of lost or stolen parking passes, guests will be directed to general admission parking lots. Parking is available at Martinsville Speedway free of charge.

BUS PARKING

If your guests will be arriving by bus, they may unload in the bus parking lot located behind Hospitality Village at Gate 13.

RESTROOMS

There are restrooms trailers located at the back of Hospitality Village for your guests' convenience.

SECURITY

Martinsville Speedway Security will be available for hire if desired, please contact Ashley Webb at 276.956.7225 if you would like to arrange security.

****** Martinsville Speedway is not liable for any lost or stolen items******

******SERVICE GATES******

Each person entering the Village through the service gate entrance must be properly credentialed. Guests with on Hospitality admissions will not be allowed to enter the Village through the service gate. They must enter through the main entrance to Hospitality Village.

SHOW CARS

- Approval must be obtained from Martinsville Speedway and schedule a delivery time prior to the week of the event.
- Show cars must be loaded through the back service gate of the Village, haulers will then be directed to park in Bus Parking at Gate 13.
- Show Cars must remain parked in Hospitality Village until the Village closes at the drop of the green flag for each race.
- If you would like overnight security for your show car, it must be arranged prior to race weekend.
- Show cars must be in place prior to the village opening on Saturday at 9 a.m.

SIGNAGE

- Martinsville Speedway will furnish a sign with your company name at the entrance of your chalet.
- To ensure sign is correct, please fill out the enclosed form.

HOSPITALITY EMERGENCY CONTACTS

In case of a fire, medical or safety (crisis) emergency on race day, chalet guests may go to any Hospitality Services team member or contact Karen Parker at 276.226.0188, Ashley Webb at 276.226.0496 or Melanie Gilbert at 276.732.9844.

HOSPITALITY GUIDELINES

Shirts and shoes must be worn at all times. (Hospitality Ambassadors and Martinsville Speedway Security will enforce these policies.)

Alcoholic beverages may not leave the hospitality village at any time. Consumption by minors is strictly prohibited. Martinsville Speedway is a family oriented facility; please remind your guests to drink responsibly.



OCTOBER EVENT DEADLINES

OCTOBER EVENT WEEKEND DEADLINE DATES:

Equipment Rental Request	October 1, 2009
Additional Hospitality Passes Request	October 15, 2009
Additional Hospitality Worker Pass Request	October 15, 2009
Souvenir Program Request	October 15, 2009
Certificates of Insurance	October 15, 2009



HOSPITALITY CONTACT INFORMATION

**We are in the process of updating our hospitality database for the 2009 season. Please fill out the information below and fax it to 276.956.7225, Attn: Ashley Webb or email to awebb@martinsvillespeedway.com
Thank you.**

Company Name: _____

Primary Hospitality Contact Person: _____

Address: _____ **City:** _____

State: _____ **Zip:** _____

Phone Number: _____ **Fax:** _____

E-mail address: _____

Marketing Agency (if applicable): _____

Agency Contact Information: _____

Address: _____ **City:** _____

State: _____ **Zip:** _____

Phone Number: _____ **Fax:** _____

E-mail address: _____

Comments:



CHALET SIGNAGE

In the front of your Hospitality Village Chalet there is a sign for corporate identification. Your company name will appear on the sign exactly as you list it below. If you do not return this form, your sign will show your organization's name as it appears on your hospitality chalet contract.

Please print clearly the company name you would like to appear on your chalet sign in the box below. No logos please.

Ordered By: _____

Company Name: _____

Contact Name: _____

Phone #: _____

Date: _____

Martinsville Speedway Marketing Department
Fax it to 276.956.2820, Attn: Ashley Webb or email to awebb@martinsvillespeedway.com
Thank you.



**REQUEST FOR ADDITIONAL
HOSPITALITY VILLAGE PASSES**
October 23-25, 2009

COMPANY: _____ **DATE REQUESTED:** _____

REQUESTED BY:: _____ **PHONE #:** _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

NAME AS IT APPEARS ON CARD: _____

CREDIT CARD #: _____ **EXPIRATION:** _____

ADDITIONAL HOSPITALITY PASSES WILL ONLY BE AVAILABLE TO THOSE GUESTS WHO HAVE PERVIOUSLY PURCHASED GRANDSTAND ADMISSION TICKETS. HOSPITALITY PASSES DO NOT INCLUDE GRANDSTAND ADMISSIONS.

Additional Hospitality Village Admissions Requested:

_____ NASCAR Camping World Truck Series Kroger 200	\$ 20
_____ NASCAR Sprint Cup Series TUMS Fast Relief 500	\$ 45

SUBMIT TO:

MARTINSVILLE SPEEDWAY
ASHLEY WEBB
340 SPEEDWAY RD
RIDGEWAY, VA 24148
FAX: 276.956.2820

*****REQUESTS FOR ADDITIONAL PASSES MUST BE SUBMITTED BY OCTOBER 15, 2009 OR MARTINSVILLE SPEEDWAY CANNOT GUARANTEE YOUR REQUEST WILL BE FILLED. *****



**REQUEST FOR ADDITIONAL
HOSPITALITY VILLAGE WORKER PASSES**
October 23-25, 2009

COMPANY: _____ **DATE REQUESTED:** _____

REQUESTED BY:: _____ **PHONE #:** _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

NAME AS IT APPEARS ON CARD: _____

CREDIT CARD #: _____ **EXPIRATION:** _____

ADDITIONAL HOSPITALITY PASSES WILL ONLY BE AVAILABLE TO THOSE GUESTS WHO HAVE PERVIOUSLY PURCHASED GRANDSTAND ADMISSION TICKETS. HOSPITALITY PASSES DO NOT INCLUDE GRANDSTAND ADMISSIONS.

Additional Hospitality Village Worker Passes Requested:

_____ *NASCAR Camping World Truck Series Kroger 200* \$ 20

_____ *NASCAR Sprint Cup Series TUMS Fast Relief 500* \$ 45

SUBMIT TO:

MARTINSVILLE SPEEDWAY
ASHLEY WEBB
340 SPEEDWAY RD
RIDGEWAY, VA 24148
FAX: 276.956.2820

*****REQUESTS FOR ADDITIONAL WORKER PASSES MUST BE SUBMITTED BY OCTOBER 15, 2009 OR MARTINSVILLE SPEEDWAY CANNOT GUARANTEE YOUR REQUEST WILL BE FILLED. *****



EQUIPMENT RENTAL REQUEST
October 23-25, 2009

COMPANY: _____ **REQUESTED BY::** _____

PHONE #: _____ **FAX:** _____

ON SITE CONTACT: _____ **CELL #:** _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

NAME AS IT APPEARS ON CARD: _____

CREDIT CARD #: _____ **EXPIRATION:** _____

Credit Card Security Code: _____

P.A. SYSTEMS

_____ Package #1 \$ 250.00
1 Speaker
1 Speaker Stand
1 Microphone
1 Sound Mixer

_____ Package #2 \$ 275.00
1 Speaker
1 Speaker Stand
1 Microphone
1 CD Player
1 Sound Mixer

_____ Package #3 \$ 325.00
2 Speakers
2 Speaker Stands
1 Microphone
1 CD Player
1 Sound Mixer

ADDITIONAL RENTALS:

_____ 32" TV \$100.00
_____ 46" TV \$150.00

_____ Colored Guest Table Linens \$

SUBMIT TO:

MARTINSVILLE SPEEDWAY
ASHLEY WEBB
340 SPEEDWAY RD
RIDGEWAY, VA 24148
FAX: 276.956.2820

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MARTINSVILLE SPEEDWAY CANNOT GUARANTEE YOUR REQUEST WILL BE FILLED. *****