



**SPEEDWAY MOTORSPORTS**

**2021 Annual Giving Report**



# Welcome Letter FROM MARCUS

Since its inception, Speedway Motorsports' defining objectives have been to create an extraordinary fan experience, invest and restore our seven unparalleled facilities, and lead our community by helping those in need and nurturing our next generation.

Our unmatched venues across the country, in addition to our Performance Racing Network, NASCAR Properties, Beta Design, TUC Race and U.S. Legend Cars International subsidiaries, strive daily to enhance our local communities through charitable donations, volunteering at local organizations, and leaving a legacy that will last a lifetime.

Since 1982, Speedway Motorsports has distributed over \$61 million to children in need through our nonprofit Speedway-Children's-Charities. In addition to the work SCC does for local communities across the country, Speedway Motorsports has instilled in its employees a heart of giving. Our employees have annually assisted numerous nonprofit organizations and served their local communities while bringing joy, smiles and laughter along the way.

The last two years have understandably been trying for so many. Through perseverance and servant leadership, Speedway Motorsports has encouraged our communities with love and rallied together to make a lasting impact on others. I am proud of the work, perseverance and grit our team has displayed in 2021. Without their efforts, we could not be successful.

It is our privilege to present the 2021 Annual Report, which provides a detailed look at the many efforts our team has implemented to help the communities we so proudly serve.

Sincerely,



Marcus G. Smith  
CEO and President  
Speedway Motorsports





# 2021



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## Speedway Motorsports CARES

Speedway Motorsports instills in its employees the importance of community involvement and giving back to the community we serve.

Charlotte Motor Speedway hosts an annual Service Day for employees to volunteer at local organizations. In 2021, the team visited Wings of Eagles, a local nonprofit benefiting special-needs and at-risk communities. During the visit, the CMS team provided ground clean-up, tree removal, mulch-spreading, weed-eating, and general site cleanup.

New Hampshire Motor Speedway held its third annual Speedway Cares Day on Sept. 29. The crew spent a combined 78 work hours scraping, repainting and restoring more than 250 feet of century-old fencing at Loudon, New Hampshire's oldest town cemetery.

Las Vegas Motor Speedway hosted Make-A-Wish during their NASCAR weekends and partnered with the Dream Foundation on a diversity internship program for Historically Black Colleges and Universities (HBCU). Through the efforts of our Las Vegas family, they served 913 hours in their community.

For the 19th consecutive year, Sonoma Raceway hosted a toy drive serving the Sonoma Valley Youth organizations and more than 150 children. They also hosted their 21st annual Thanksgiving Food Drive, delivering nearly 2,000 pounds of food to Friends in Sonoma Helping (F.I.S.H.).

**\$1,400,000**  
*Donated!*

Atlanta Motor Speedway tallied more than 115 hours of community service through volunteering with Speedway Children's Charities Laps for Charity events, Take Home the Track initiative, golf tournaments and blood drives.

A cornerstone to hosting events in each of our communities is helping the growth and prosperity of local organizations. Our calling is to be a servant leader to our neighbors. Through donations to local organizations, charitable golf tournaments, galas, volunteer organizations, churches, and other cause-worthy organizations, Speedway Motorsports' has given back more than \$1,400,000 directly helping our communities. We strive to be a leader in community outreach so that our neighbors prosper and have a sense of pride in calling a Speedway Motorsports facility, their home track.





## Community **BLOOD DRIVES**

If 2020 taught us anything, it was the importance of helping others. Four of our seven facilities held blood drives for those in their communities. Each unit of blood donated can save three human lives.



**976**  
**TOTAL UNITS**









## Vaccine **CLINICS**

Throughout the year, our nation saw glimmers of hope, while also dealing with heart-wrenching tragedy. At the forefront of mitigating this worldwide pandemic, Speedway Motorsports volunteered many of their facilities for some of the first and largest vaccine mass distribution events in the nation.

Atlanta Motor Speedway vaccinated 8,823 individuals from January – March.

Charlotte Motor Speedway held two mass vaccination sites providing 32,000 shots for those throughout our community. In addition, free vaccines were offered to fans on hand for NHRA and NASCAR event weekends.

New Hampshire Motor Speedway held four active vaccinations events throughout the year, vaccinating more than 38,000 individuals in the Granite State, including New Hampshire Gov. Chris Sununu.

Texas Motor Speedway led the way, providing more than 350,000 doses to local Texans. The Speedway was the vaccination hub for Denton County and was one of the largest and most successful vaccination sites worldwide.

Bristol Motor Speedway partnered with Walmart and the Georgia Department of Public Health to conduct on-site vaccinations at the 2021 Quaker State 400 Presented by Walmart vaccinating many race fans.

### **COVID-19 VACCINATION TOTALS**

ATLANTA | 8,823

CHARLOTTE | 32,000

NEW HAMPSHIRE | 38,000

TEXAS | 350,000



# Natural Disaster **RELIEF**

In addition to the pandemic, the United States also faced crushing natural disasters that left many Americans without the home they once knew. In an effort to help those impacted, a number of Speedway Motorsports' facilities opened their gates as a refuge.

Bristol Motor Speedway teamed with longtime Speedway Motorsports partner, Food City, to host a collection site for flood victims that were impacted in Hurley, Virginia. The team came together to use the racetrack as a collection facility for the community to help their neighbors.

Texas Motor Speedway welcomed hurricane victims to their facility from Hurricane Ida, providing a place to recover and plan for the new stage of life.





## United **WE STAND**

We love our country. A core principle of our business is to honor, respect and remember those who fight, and have fought, valiantly for our country and our freedom. Without our military, veterans and first responders, we could not enjoy the freedom that America embodies. We take pride in representing our military and first responders throughout our event weekends.

At the forefront of our military appreciation is Charlotte Motor Speedway, during their Memorial Day Weekend Coca-Cola 600. The entire weekend is dedicated to honoring and remembering those who serve. From pre-race ceremonies to Blackhawk helicopters landing on the frontstretch and a pause of racing action to remember those we have lost, Charlotte Motor Speedway strives to represent our country, our military and our veterans with the valor and honor they deserve.

Texas Motor Speedway, during its inaugural All-Star Race, took time to honor our first responders. The speedway hosted 24 individuals from the Fort Worth Fire and Police Departments and had their names placed on the racecars of their designated driver.

Bristol Motor Speedway and Charlotte Motor Speedway honored the anniversary of 9/11 with Memorial Stair Climb events. Each stair climb was an opportunity for the community to come together and walk the grandstands to honor our heroes that served our country on one of its darkest days.



9/11

**TRIBUTE**   
WE WILL NEVER FORGET





## Take Home **OUR TRACK**

Throughout the years, Speedway Motorsports has continued to innovate and advance the world of entertainment facilities.

Atlanta Motor Speedway and Bristol Motor Speedway have seen firsthand the revolutionary ways of Speedway Motorsports through a new pavement of Atlanta and a first-of-its-kind dirt track at Bristol. Even though the efforts were to enhance the on-track activity, Speedway Motorsports jumped at the chance to find a way to benefit the community. Each track through our subsidiary, Speedway Children's Charities (SCC), donated pieces of the Atlanta asphalt and Bristol dirt to benefit kids throughout their communities. SCC Bristol raised \$57,848 and SCC Atlanta raised \$45,669 in 2021 and continue to sell each item into 2022.

Not only did kids benefit, but thousands of loyal Speedway Motorsports fans also got a piece of the tracks they love and will cherish for many years to come. We love our fans!



THE LAST GREAT COLOSSEUM





## Speedways IN LIGHTS

Christmas is a special time for many. Six of our seven tracks host an annual Christmas light show for families to enjoy and Bristol Motor Speedway, Charlotte Motor Speedway, Las Vegas Motor Speedway and New Hampshire Motor Speedway give a portion of sales to Speedway Children's Charities.

Bristol Motor Speedway allows Speedway Children's Charities to host their annual Speedway in Lights, where visitors enjoy dancing lights, aquarium-themed displays and much more.

Charlotte Motor Speedway's light show encompasses a Christmas Village for the community to enjoy, full of snacks, games and even Santa Claus. Las Vegas Motor Speedway partners with Speedway Children's Charities to host an annual PJ 5k, allowing folks to run through the millions of lights in their pajamas. To top it off, after you have burned all of those calories, you were given delicious milk and cookies.

New Hampshire Motor Speedway's Christmas lights also partner with Speedway Children's Charities to host this year's Gift of Lights while also having s'mores available for supporters to enjoy.









## Speedway CHILDREN'S CHARITIES

As Speedway Motorsports continues to advance and innovate, the desire to help their local community has been at the forefront of expansion and innovation. With that in mind, founder Bruton Smith formed Speedway Children's Charities. Smith grew passionate about helping children in need after experiencing the loss of a young child. In 1982, SCC became a national effort to raise awareness for kids in need and has raised more than \$61 million to date.

Today, SCC is the 501(c)3 of Speedway Motorsports and serves 12 markets with seven active chapters and National support staff. With the intention to raise funds for kids in need, SCC hosts events nationally and locally, including 50/50 raffles, drive-in movies, track shuttle services, black-tie galas, Laps for Charity, live auctions and so much more.

In 2021, SCC was honored to grant over \$2 million to 260 local organizations, serving more than 500,000 kids. The vision of SCC is that every child has the same opportunities no matter what obstacle they are facing.



2021

\$2M IN GRANTS



260 LOCAL ORGANIZATIONS



500,000 CHILDREN IN NEED





# Speedway Children's Charities

## GRANT RECIPIENT LIST

Abuse Alternatives	Boys and Girls Club of Central Appalachia	Charlotte Bilingual Preschool	Court Appointed Special Advocates (CASA) of Sonoma County	Food For Thought	Henry County Parks & Recreation McDonough, GA
Academic Learning Center	Boys and Girls Club of Elizabethton/Carter County	Charlotte Family Housing	Cross Country for Youth	Forget Me Not Children's Services	Holston United Methodist Home for Children
American Red Cross of Northeast Tennessee	Boys and Girls Club of Greater Kingsport	Chefs for Kid	Crossroads Medical Mission	Foster Kinship	Hope Counseling Services
American Red Cross of Southwest Virginia	Boys and Girls Club of Greenville & Greene County	Child Advocacy Center of the 3rd Judicial District	Crumley House Brain Injury Rehab Center	Foundation for Positively Kids	Hope House
Appalachia Service Project	Boys and Girls Club of Johnson City/Washington County	Children's Heart Foundation	Dove House Children's Advocacy Center	Future In Sight	Hope House of Scott Count
Arc of Washington County	Boys and Girls Club of Johnson City/Washington County	Children's Advocacy Center for North Texas	Down Syndrome Partnership of North Texas	G4G Ministries	Hope Link of Southern Nevada
Assistance and Resource Ministry	Boys and Girls Club of Morristown	Children's Advocacy Center of Highlands Community Services	Dreams For Emily	Gateways Community Services	Hospice and Palliative Care Foundation
Assistance League® of Las Vegas	Boys and Girls Club of the Mountain Empire	Children's Advocacy Center of Sullivan County	El-Shaddai Refuge Homes CDC	GHA Autism Supports	In Ryan's Name
Atrium Health Foundation	Boys and Girls Clubs of Greater Santa Rosa	Children's Advocacy Center of the 1st Judicial District	Epicurean Charitable Foundation	Gigi's House	Individuals Now DBA Social Advocates for Youth
Autism Charlotte	Bristol Regional Speech and Hearing	Children's Attention Home	Eye Care For Kids Nevada Chapter	Girls Incorporated of Bristol	InReach
Baby's Bounty	Camp Sunshine at Sebago Lake	Christian Community Action	Family and Child Treatment of Southern Nevada	Girls Incorporated of Kingsport	International Center for Community Development
Barter Foundation	Camp Sunshine	Christmas Box of Northeast Tennessee	Family Crisis Support Services	Girls on the Run of NE. Tennessee	Isaiah 117 House
Beds for Kids	Candlelighters Childhood Cancer Foundation	Circuit Rider Community Services	Family Promise of Greater Kingsport	Girls on the Run Sonoma County	Jeremiah School
Bee Mighty	Cap the Gap for Foster Care	Committee on the Shelterless	Family Resource Network, Inc. dba TeenPact Leadership Schools	Goodie Two Shoes Foundation	Jericho Shriners
Best Buddies International	Carter County Foster Care	Common Heart	Feeding America Southwest Virginia	Greater Kingsport Family YMCA	Jewish Community Free Clinic
Boston Sports Museum of New England	CASA for Kids	Commonwealth Catholic Charities	First Book-Greater Kingsport	Hands On! Discovery Center	Johnson County Safe Haven
Boys & Girls Club of Cabarrus County	CASA Foundation Las Vegas	Communities In Schools of Southwest Virginia	Flint Circuit Council On Family Violence	Hanna Boys Center	Junior Achievement of Southern Nevada
Boys & Girls Clubs of Kennebec Valley	CASA of Denton County	Community Action Partnership of Sonoma County	Flint River Council, Boy Scouts of America	Healing Hands Health Center	Junior Charity League of Concord
Boys & Girls Clubs of MetroWest	CASA of Northeast Tennessee	Community Help Center of Northeast Tennessee	Florence Crittenton Services	HELP of Southern Nevada	Kid Scoop News
Boys & Girls Clubs of Northern Rhode Island	Catholic Charities of the Diocese of Santa Rosa	Conservation Corps North Bay	Food for the Soul	Helping Hands of Vegas Valley	LandPaths
Boys & Girls Clubs of Sonoma Valley	Ceres Community Project				Las Vegas Natural History Museum
Boys & Girls Clubs of Sonoma-Marin	Charity League				Learning Help Centers of Charlotte
					Leukemia Texas

# Speedway Children's Charities

## GRANT RECIPIENT LIST

LifeWorks of Sonoma County	Nevada Chapter of the National Hemophilia Foundation	Perot Museum of Nature and Science	Roseland Charter School	Spread the Word Nevada	Tiny Stitche
Lighthouse Charities	Nevada Childhood Cancer Foundation	Petaluma Health Center	Rotary Club of Las Vegas	St. Anthony Bread Food Pantry	TLC Community Center/ Abortion Alternatives and Women's Center
LIME Foundation	Nevada Diabetes Association for Children and Adults	Petaluma People Services Center	RunningWorks	St. Jude's Ranch for Children	Unicoi County Family YMCA
Literacy Council of Kingsport	Nevada Partnership for Homeless Youth	Petaluma Policing Foundation	S.A.F.E. House	Stanly County Family YMCA	United Way of Southwest Virginia
Luther Burbank Memorial Foundation	New Hampshire Catholic Charities	Philips Academy	S.R.T	Starfish Connection	Valley of the Moon Children's Foundation
LXI	Niswonger Children's Hospital -- Mountain States/Ballad Health	Piedmont Residential Development Center	Safe Alliance	Sullivan Co. Sheriff's Office Auxiliary	Valley View Community Cares Lucy's Child Care Inc.
Make-A-Wish Southern Nevada	North Bay Children's Center	Positively Arts	Santa Fund of the Greater Lakes Region	Support Our Students (dba SOS Community Counseling)	Verity - Compassion.Safety. Support
Marine Toys For Tots	Northwest ISD Education Foundation	Power to Soar Organization	Santa Pal	SYNERGY Foundation	ViVO Youth Orchestras
Massachusetts Coalition for the Homeless	Nothing but the Truth	Presbyterian Church of the Roses	Santa Rosa Symphony Association	Tarrant Area Food Bank	VOICES Sonoma
Matrix Parent Network & Resource Center	Of One Accord Ministry	Present Age Ministries	Serving Our Kids Foundation	TASK: Taking Action for Special Kids	Waiting to Hear
McClure River Valley Community Center	Olive Crest	Put On The Brakes	Shelter Health Services	The Bread of Life Children's Ministry	Waypoint
Merrimack Valley Food Bank	On Eagles Wings	Ranch Hands Rescue	Shining Hope Farms	The Center for Grieving Children	Webster House
Metrocrest Services	Operation Lunchbox	Reach for the Top Therapy Services	Side by Side	The Cromwell Center for Disabilities Awareness	West County Community Services
Miracle Flights	Palace Theatre Trust	Reading Buddies	Somerset Academy of Las Vegas	The Garrett Thomas Foundation	Windrush Farm
Misty Meadows Mitey Riders	Palmetto Citizens Against Sexual Assault	Redwood Empire Food Bank	Sonoma Community Center	The Just One Project	Wipe Out Kids Cancer
Morrison School	Pat's Place Child Advocacy Center	Redwood Empire Foster Parent Association	Sonoma Ecology Center	The Learning Collaborative	YMCA of Bristol
Morristown Hamblen Central Services	Paws As Loving Support	Ridin' High Therapeutic Horse Program	Sonoma Valley Education Foundation	The Lullaby Connection	Young Life Bristol
Mountain Kids	Pediatric Dental Initiative and Surgery Center of the North Coast	Rise Up!	Southern Appalachian Ronald McDonald House	The Police Athletic League	Young Life Kingsport
Mountain Region Speech and Hearing Center	PediPlace	River to Coast Children's Services	Southern Nevada Homeschool Performing Arts	The Relatives	Young Life Upper East Tennessee
Nevada Ballet Theatre	People Incorporated of Virginia	River's Way Outdoor Adventure Center	Southwest Virginia CAC/ MEOC	The Salvation Army	Young Women's Christian Association of Sonoma County
Nevada Blind Children's Foundation		Ronald McDonald House Charities of Greater Las Vegas	Special Needs Gymnastics	The Well of Mars Hill Maine	YWCA NETN and SWVA
Nevada Broadcaster's Association		Ronald McDonald House of Fort Worth	Specialized Alternatives for Families and Youth of Nevada	Three Square	
			Specialized Alternatives for Families and Youth of S	Tilton-Northfield Recreation Council	



## THANK YOU!

2021 was a year to remember. Without our team, partners and fans, we could not have given back to our communities while putting on the races and events we all enjoy. From the Speedway Motorsports family, we thank our communities for rallying beside us to better the world and the lives of our neighbors. We can't wait to see what 2022 has in store and to see you at one of our facilities!



ATLANTA MOTOR SPEEDWAY®

BRISTOL MOTOR SPEEDWAY®

CHARLOTTE MOTOR SPEEDWAY®

KENTUCKY SPEEDWAY®

LAS VEGAS MOTOR SPEEDWAY®

NEW HAMPSHIRE MOTOR SPEEDWAY®

SONOMA RACEWAY®

TEXAS MOTOR SPEEDWAY®

PERFORMANCE RACING NETWORK

SMI PROPERTIES™

SPEEDWAY CHILDREN'S CHARITIES

U.S. LEGEND CARS INTL

ZMAX MICRO LUBRICANT®



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## GET INVOLVED

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To Make a Donation to  
Speedway Children's Charities,  
Please Visit [SpeedwayCharities.org](http://SpeedwayCharities.org)