



75 YEARS OF SPEED

From the white sands of Daytona Beach to the streets of Chicago, NASCAR celebrates its past, present and future.



From the hard-packed sand of Daytona Beach to the streets of Chicago and from short tracks to banked oval superspeedways, NASCAR has sped over the last three quarters of a century to become the No. 1 motorsport in the United States.

Along the way, legends raced their way into the hearts of fans across the country. Drivers like Bobby Allison, Dale Earnhardt, Richard Petty, Rusty Wallace, Darrell Waltrip and Cale Yarborough. And, more recently, Dale Earnhardt Jr., Chase Elliott, Jeff Gordon, Jimmie Johnson, Joey Logano, Tony Stewart and Bubba Wallace.

WORLD'S MOST FAMOUS BEACH

In 1936, 26-year-old Bill France Sr. placed fifth in Daytona Beach's first beach-street race, which ran 2 miles on the white sands of Daytona Beach, across the beach access ramp and back 2 miles on A1A. Two years later, France took over as the race's promoter.

When racing returned after World War II, France saw an opportunity to address the sport's lack of organization and no official championship. He gathered racing's main players in Daytona Beach in December 1947 and, on Feb. 21, 1948, the National Association for Stock Car Auto Racing — NASCAR — was born, with France as CEO.

PAST, PRESENT, FUTURE

In 2023, NASCAR is paying homage to its 75th "diamond" anniversary by honoring its past, present and future.

The past was on display last month with the annual NASCAR All-Star Race at the historic 0.625-mile North Wilkesboro Speedway in North Carolina, one of NASCAR's tradition-rich tracks that hosted its first

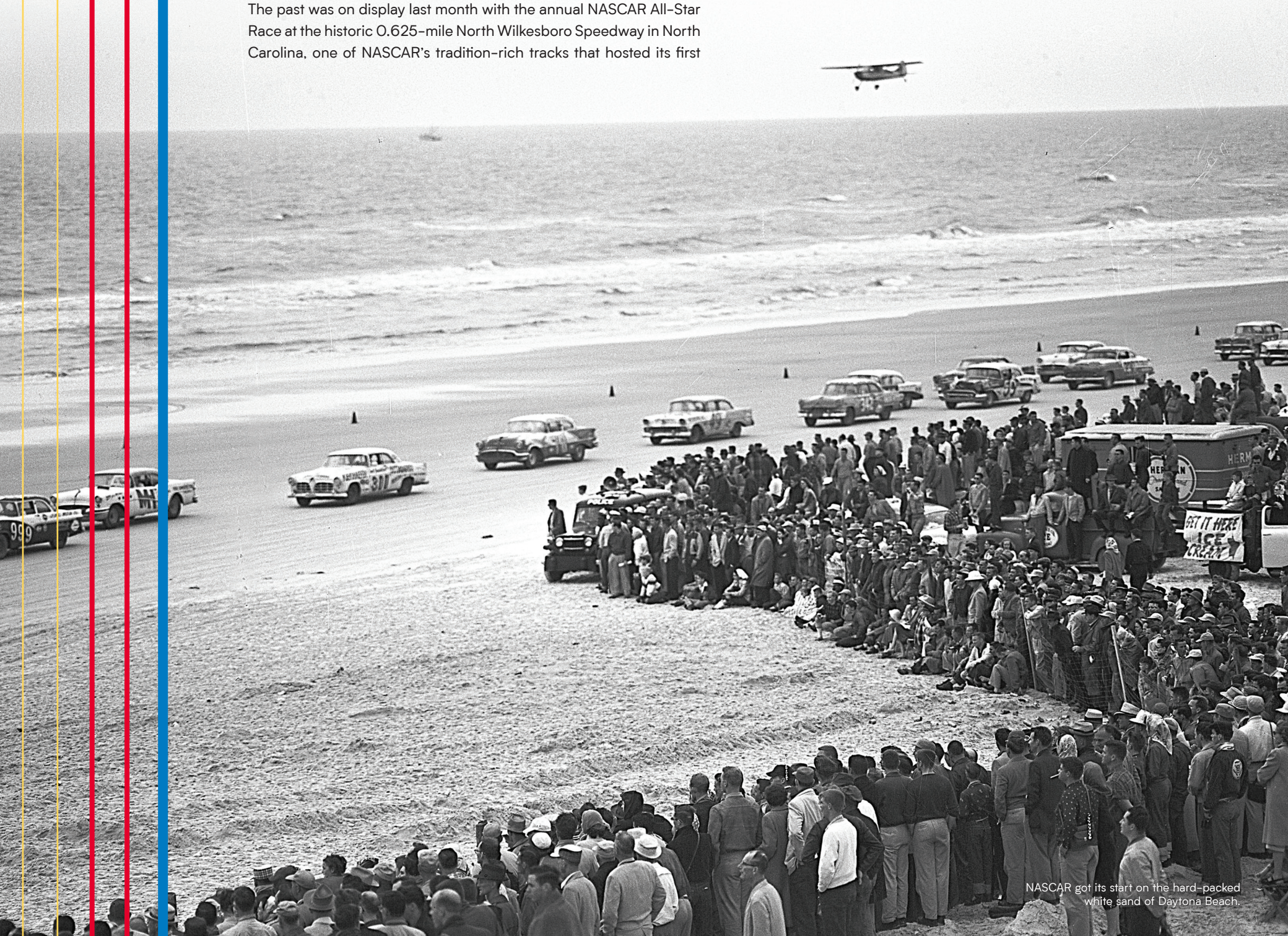
Cup-level race in 1949. "We hadn't run a race at North Wilkesboro since 1996, so having our All-Star Race there was a nice celebration of our history," said Steve Phelps, NASCAR's President.

In keeping with its present competition, NASCAR's schedule features 36 points races on 23 ovals, road courses and superspeedways. It includes NASCAR's flagship Daytona International Speedway, alongside stalwarts like Talladega Superspeedway, Martinsville Speedway, Charlotte Motor Speedway, Bristol Motor Speedway and its current championship venue, Phoenix Raceway.

Looking "Always Forward" at what the future may bring, in the most anticipated event on the 2023 NASCAR schedule and what will be one of the biggest sports events of the year, NASCAR is holding its first-ever street race in the NASCAR Cup Series — the Chicago Street Race — on July 2. The NASCAR Xfinity Series will join the Cup Series for the unprecedented weekend of entertainment — hitting the streets on July 1.

"In 75 years, we've never had a street race," said Phelps. "This will be unique for us. Most of the people who will attend the Chicago Street Race have never been to a NASCAR event."

"When you think about the history of North Wilkesboro and how iconic the track is, juxtaposed with what we're doing in Chicago, and then layer on our 75th anniversary, it's a great way to celebrate our history and roots," said Ben Kennedy, NASCAR's Senior Vice President of Racing Development and Strategy and the great grandson of France.



NASCAR got its start on the hard-packed white sand of Daytona Beach.

LEADING THE WAY

Before NASCAR makes its bold entrance to the city streets of Chicago, it tested another never-done-before event in Los Angeles. In 2022, NASCAR unveiled the Busch Light Clash at The Coliseum, transforming the Los Angeles Memorial Coliseum — home of the USC Trojans football team — into a temporary flat, oval racetrack. In 2023, the preseason exhibition race attracted more than 50,000 fans and 3.6 million viewers, many of whom were experiencing NASCAR for the first time.

"We came up with the Clash in the fall of 2019," said Kennedy. "It was a big opportunity to do something novel. The concept came from our international team. In emerging markets, there are a lot of Olympic stadiums, but not many oval tracks.

"It's an exciting event and a lot of people were sampling NASCAR for the first time," continued Kennedy. "Since it was an exhibition race, we had the opportunity to think differently about formatting and created a halftime and pre-race show. Like Chicago, it was a proof of concept for us."

LAKE MICHIGAN AND GRANT PARK TO PROVIDE AMAZING VISTAS

In NASCAR's boldest, most innovative move, fans and drivers will have the historic Grant Park, with its iconic Buckingham Fountain, and Lake Michigan as the backdrop to the 12-turn, 2.2-mile street course.

The Grant Park 220, the 220-mile, 100-lap Cup Series race, will run on Sunday, July 2 and the 121-mile, 55-lap Xfinity Race, The Loop 121 will be held on Saturday, July 1. Both races will be broadcast to millions of viewers around the world over two days of racing at 5:30pm ET on NBC and 5pm ET on USA Network, respectively.

With seven 90-degree turns and several narrow stretches, average speeds could range from 40 mph in the turns to 100 mph on the straightaways.

"It's going to create a challenging environment for our drivers and it will be fun to watch," said Kennedy. "I can't think of a better place to stage a race than Grant Park, between downtown Chicago, Lake Michigan and Soldier Field."

"We've told our fan base and stakeholders we're going to be bold and innovative in our schedule, with our race cars and anything that is forward facing," said Phelps, "and the Chicago Street Race falls squarely in that mix."

BORN OF THE PANDEMIC

In 2020, NASCAR, like many other event organizers, was shut down for part of the year. Since NASCAR executives had already been considering a street race, during the COVID-19 pandemic, they took the concept to the next level and partnered with iRacing to develop a virtual course.

In the fall of 2020, an iRacing laser scanned the streets of Chicago and built a virtual world that included the trees, sidewalks, streetlights and landmarks along the route. In July 2021, NASCAR tested the viability of the street race when its drivers competed in the eNASCAR iRacing Pro Invitational, virtually racing on the same course that's being used for the Chicago Street Race. NASCAR executives were able to see how its Next Gen car performed, the course's safety and what the racing product would look like.

"The Chicago Street Race was a product of the pandemic," said Kara Bachman, Executive Director of the Chicago Sports Commission.

"It was a proof of concept for us, and our drivers validated that this course could work," added Julie Giese, President of the Chicago Street Race.

"The iRacing Invitational gave us the visual and the context to help get the green light from the city to study and explore making a live street race a reality," continued Bachman.

The iRacing simulation continues to play a critical role for the drivers as they prepare for the race since they'll only have about an hour of practice time on the actual course. "The drivers can use this to learn the course and understand the dynamics before they get behind the wheel and drive it," said Giese.

NEXT GEN LEADS THE WAY

The Chicago Street Race became a possibility, in part, due to the development of NASCAR's Next Gen car. It is the seventh generation of cars used during NASCAR's 75 years of racing.

Leveling the playing field, the Next Gen car produced 19 winners for NASCAR's 36 points races in 2022. This included five drivers winning their first Cup Series race. Creating a more exciting competition, the Next Gen car led to a 29.6% increase in green flag passes in 2022. And, so far in 2023, the car has met or exceeded many of those marks, including gains in key fan excitement metrics like green flag passing, again up almost 39%, and lead changes, up 7% over 2022.



NASCAR transformed the Los Angeles Memorial Coliseum into a temporary racetrack for the Busch Light Clash at the Coliseum

Winding through the streets of the city, the Chicago Street Race offers amazing views of the city's skyline.

"The Next Gen car is one of the most versatile vehicles we've had," said Kennedy. "This car can be raced on ovals, superspeedways and the street course in Chicago. The durability of it and what we've been able to test in a virtual environment has pointed to it being a good catalyst for the street race."

A LITTLE BIT COUNTRY, A LITTLE BIT ROCK-N-ROLL

In addition to two days of racing, NASCAR has created a festival atmosphere with two days of live musical entertainment alongside the racing action.

Saturday's concert lineup features The Black Crowes, known for their blues-rock sound, and headlining the first day will be global electronic dance musicians The Chainsmokers. Opening Sunday's concert is Charley Crockett, who synthesizes country, blues, soul, Cajun and R&B sounds. Sunday's featured artist is Grammy Award winner Miranda Lambert, one of country music's most acclaimed singer/songwriters.

"We wanted to have music that appeals to a wide range of people and different audiences," said Giese. "so having different genres was important."

IF YOU BUILD IT, THEY WILL COME

Home to roughly 1 million fans, Chicago is NASCAR's third largest market.

"We have a lot of fans in the Midwest, in Illinois, Indiana and the Ohio region, and we felt this was a good opportunity to do something in Chicago and do it in a big way," said Kennedy.

The Chicago Street Race has a capacity of 100,000 total people over two days. NASCAR is expecting over 65% of the attendees to come from out of town and three of every four to have never attended a NASCAR race.

"We've sold tickets to people in all 50 states and 14 countries across five continents," said Giese. "As this is a



YOUR PREMIUM RACE DAY EXPERIENCE



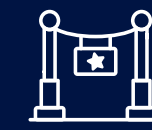
Elevated above the tree line, the 2-level President's Paddock Club overlooks Pit Road and the Start & Finish Line, providing guests unparalleled sightlines of the race course and racing action.



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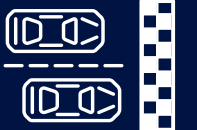
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JULY 1-2



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The Fountain Club offers spectacular views of Buckingham Fountain and Lake Michigan.

holiday weekend, we're encouraging people to spend a few extra days in Chicago, stay at the hotels, visit the museums and eat in the restaurants."

"Both our new fans and traditional fans want the same thing — great racing," said Phelps. "They want star power. They want a great racing experience."

HOME-GROWN PARTNERSHIPS

McDonald's, Xfinity and Blue Cross and Blue Shield of Illinois serve as the founding partners of the Chicago Street Race. McDonald's and Blue Cross and Blue Shield of Illinois have their corporate headquarters in the city. The founding partners will be visible throughout the weekend with on-course branding, a dedicated founding partner section and a prominent presence at the start/finish line, at fan entrances, on concert stages, on wayfinding signs and throughout the event footprint.

"We're excited and proud to have McDonald's, Xfinity and Blue Cross and Blue Shield of Illinois as partners for this event," said Giese.

PREMIUM EXPERIENCES LINE THE COURSE

With the footprint of the course spreading over 2.2 miles, NASCAR has a lot of real estate to create premium experiences.

The most luxurious offering will be found in the President's Paddock Club, which offers all-inclusive food and beverage. This unique two-story space is elevated over Pit Road, giving fans a direct view of Pit Road, the start/finish line and the entire course. "The President's Paddock offers spectacular views of the lakefront, skyline and fountain," said Giese.

The premium spaces along Pit Road — Pit Road Terrace, Fountain Club, Garden Suites, Congress Suites — give fans incredible views of the start/finish line and the action by the pit crews. Additional clubs are located in Grant Park between turns 1 and 2 and the stretch between turns 7 through 11.

"This is an unprecedented event," said Giese. "We looked at this as an opportunity to reinvent the fan experience and take it to a new level. In creating the premium experience, we tied into this spectacular location, with the amazing skyline, the lakefront, Buckingham Fountain and the landmarks around it. We wanted to maximize the beauty of Grant Park."

SOMETHING FOR EVERYONE

"There are a lot of viewing opportunities around the 2.2-mile course and we wanted to make sure we had a nice experience for everyone, whether it's an avid fan or a new one," said Giese. "Our general admission guests can roam the footprint and see the race from different vantage points."

"The Chicago Street Race is a good opportunity for us to create a festival atmosphere, which is why we're

having our Xfinity race on Saturday, our Cup Series race on Sunday and big-name musical acts both days," said Phelps. "It's going to be a fun, two-day festival."

"We're giving people plenty of options," continued Giese. "In addition to the races, when you layer on the concerts, merchandise stores and activations, fans can enjoy a pretty special experience during the weekend."

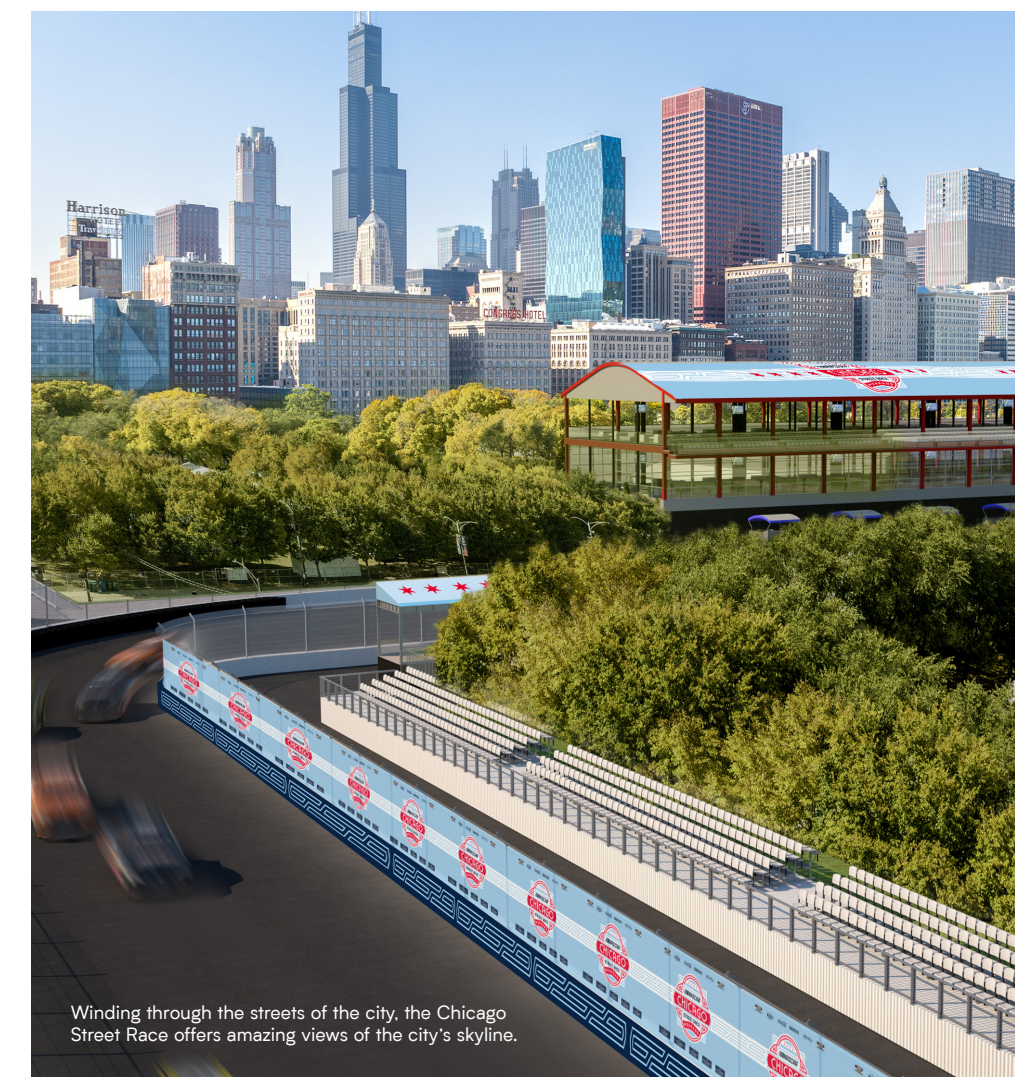
While only 100,000 people can attend the Chicago Street Race, NASCAR has created something for everyone. Just north of the course, in Butler Field, fans, residents or just curious passersby can attend the free NASCAR Experience.

"We wanted everyone in the city, regardless of whether they purchased a ticket, to be able to come to the footprint and be part of the weekend's festivities," said Giese. "We'll have educational displays about NASCAR, simulators, food and beverages, entertainment and partner activations."

EYES ON CHICAGO

NASCAR is investing more than \$50 million in Chicago for the race, which is expected to generate \$113 million into the city's economy, including more than \$3 million in tax revenue for the city.

"The Chicago Street Race will drive a lot of leisure tourism," said Bachman. "It's a tremendous value to have NBC broadcasting live from Grant Park. We get all eyes on Chicago for an exciting moment in sports history. Showcasing our city to the world is priceless.



Winding through the streets of the city, the Chicago Street Race offers amazing views of the city's skyline.



Congratulations on 75 years!

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2023 Daytona 500 champion Ricky Stenhouse Jr. with students from Chicago's public schools.

"Maybe we get another sporting event or convention because people have a great experience," Bachman continued. "From an individual leisure travel perspective, people who attend the race live or watch it on TV are going to see Chicago, have an incredible experience, connect with the city and think next time they're taking a vacation, they should come to Chicago."

BOLSTERING THE COMMUNITY

Beyond the race, NASCAR has committed to supporting the Chicago community. Through a partnership with Chicago Public Schools, NASCAR engaged with more than 22,000 students with racing-themed STEM (science, technology, engineering, mathematics) and STEAM (science, technology, engineering, arts, mathematics) learning experiences.

Students were tasked with designing their own race helmets while addressing key elements that included safety, communication, ventilation and technological innovations. Through a partnership with the Field Museum, finalists were able to meet driver Daniel Suárez and engineers at the museum in May during STEAM Fest in downtown Chicago.

"The STEAM and STEM programs help students understand the different ways they can participate with NASCAR, such as in the roles of engineers, mechanics and graphic artists," said Giese. "There are so many disciplines at NASCAR."

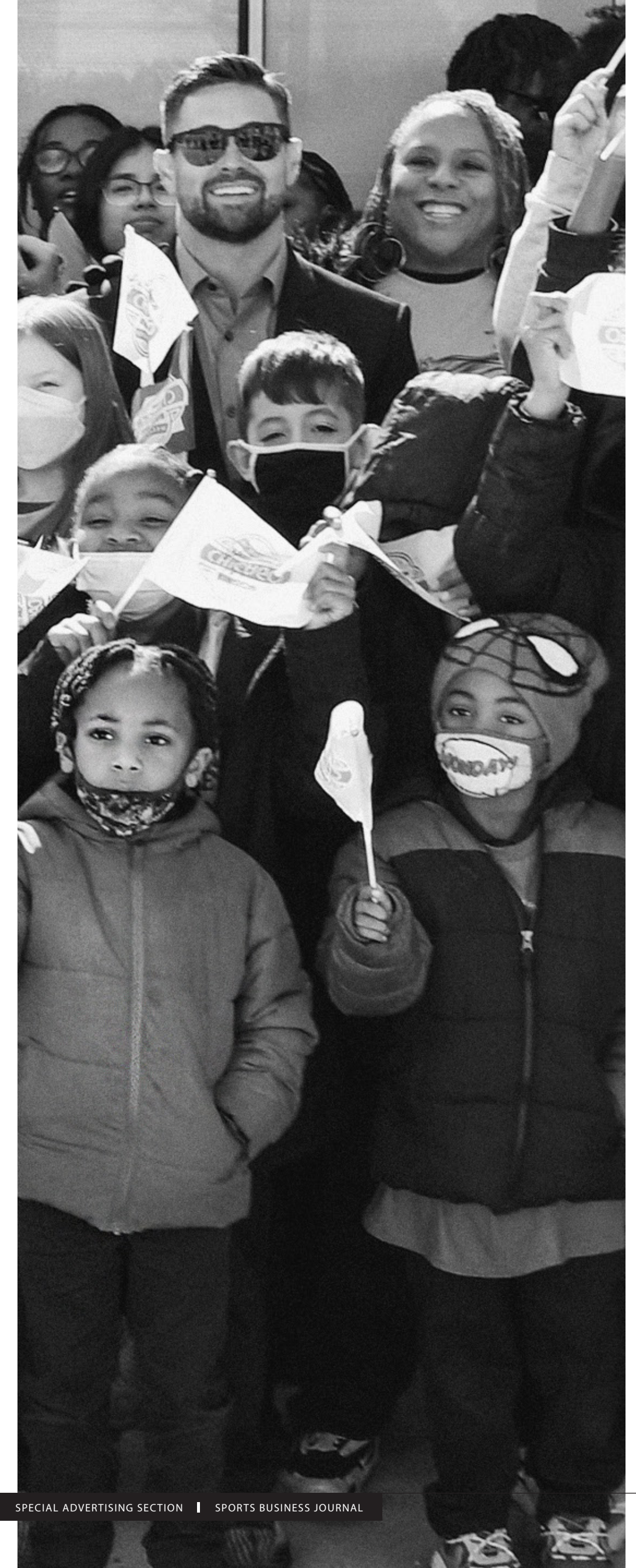
Partnering with All Kids Bike and Chicago Public Schools, NASCAR and The NASCAR Foundation have committed to funding bicycles and helmets for students in eight local elementary schools.

NASCAR also partnered with The Art Institute of Chicago. To promote the Institute's Van Gogh exhibit, the races' promotional pace car features the image of Van Gogh. Even the winner's trophies are designed and fabricated by local artists.

Additionally, NASCAR is involved with Chicago's After School Matters program, which created a 200-foot mural at Butler Field to celebrate NASCAR and the city and, through its partnership with the Chicago Park District, NASCAR is sending 220 kids to summer camp and outfitting teen centers with gaming equipment.

"It's important to us as a company to be good community stewards and help the communities we're in grow," said Phelps.

"Given the diversity of the city, the Chicago Street Race will create an impact with the diverse community, which is really important," said Brandon Thompson, NASCAR's Vice President of Diversity and Inclusion.



EYES ON THE FUTURE

Following the Chicago Street Race, will NASCAR put more street races on the schedule?

"I can envision having a street race on the schedule every year," said Phelps. "But it will depend on the success we have in Chicago."

Once the Chicago Street Race was announced, other cities around the country reached out to NASCAR to secure their own race. "We'd like to have an RFP process," said Phelps. "It would be a way for us to bring NASCAR racing to regions of the country where we don't have a racetrack."

THE FUTURE OF NASCAR LOOKS LIKE AMERICA

For most of NASCAR's history, racing was dominated by white men. But over the last two decades, NASCAR has started to look more like the country, with increasing diversity amongst its drivers, owners, pit crews and executive leadership. This includes former NBA greats Michael Jordan and Brad Daugherty, and multiplatinum Grammy Award-winning artist Pitbull, all of whom are amongst NASCAR's team ownership ranks.

In 2004, NASCAR launched its Drive for Diversity program for driver and pit crew development to encourage more multicultural audiences to join the sport. Today, drivers Bubba Wallace, Daniel Suárez and 2021 NASCAR Cup Series Champion Kyle Larson have become household names. In 2021, Wallace became the first Black driver to win a race in nearly 60 years while, in 2022, Suárez became the first Mexican-born driver to win a Cup Series race. Additionally, the pit crew development arm has seen a 100% placement rate with more than 60 active crew members across all national series.

To create a more inclusive environment in the sport, in 2020, Phelps created a diversity, equity and inclusion committee, which decided to create community engagement events to take NASCAR to the Black community. With the success of Bubba Wallace, NASCAR created Bubba's Block Party, which will be a featured local experience just days before the Chicago Street Race weekend that includes a concert, giveaways and community-focused activities with food and beverage provided by Black-owned vendors.

"Bubba's Block Party is an opportunity to build authentic touch points throughout the community while giving people a chance to interact with Bubba and the sport itself," said Thompson.

ALWAYS FORWARD

While NASCAR is celebrating its rich 75-year history in 2023, its mantra is "Always Forward," and the sport is looking ahead at what the next 75 years will bring. A part of that future is this first-ever Chicago Street Race.

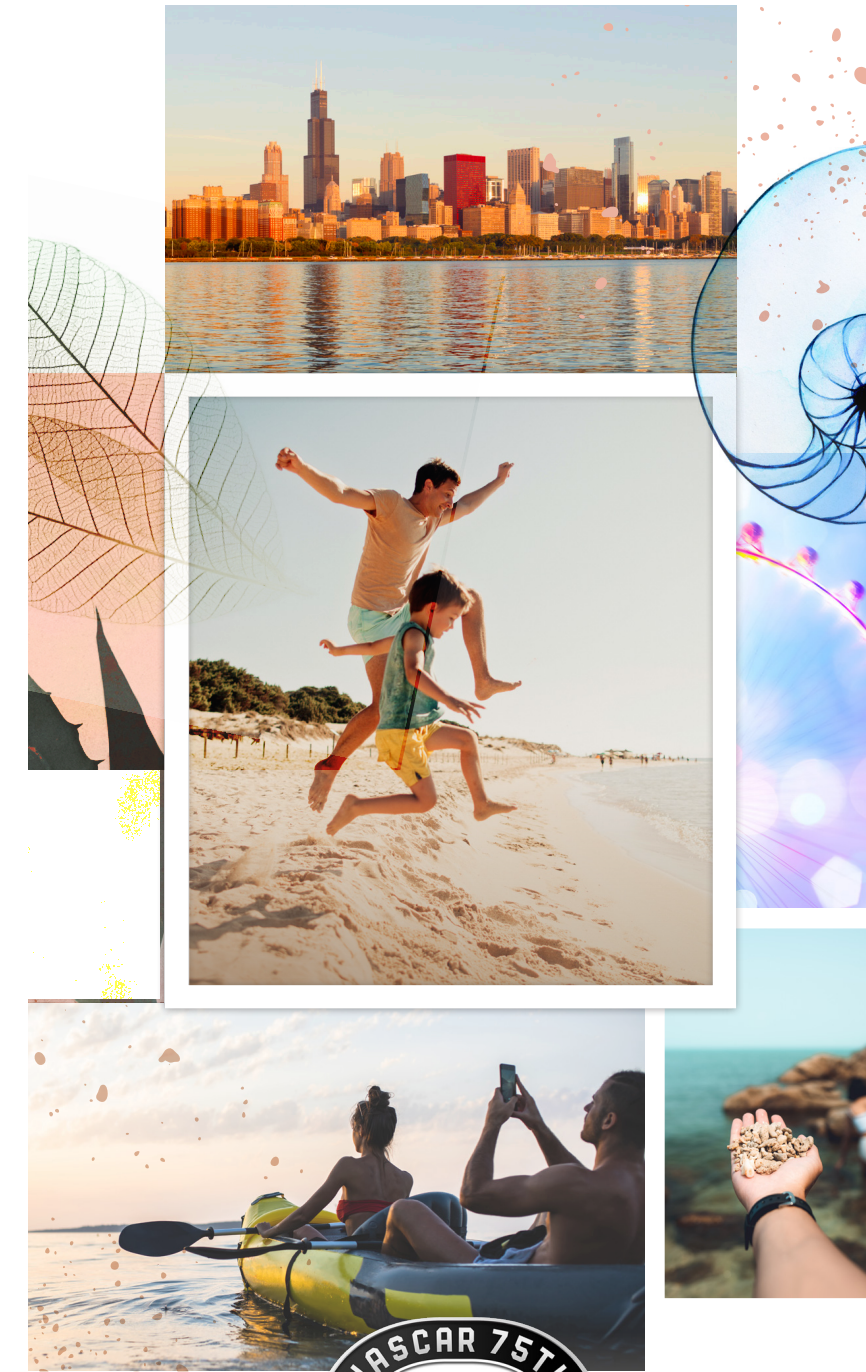
"The All-Star Race at North Wilkesboro and the Chicago Street Race work together to create something unique about where our sport is today and where it's going to be in the future," said Phelps.

"This race will showcase Chicago in a beautiful and wonderful way so we can share our city with NASCAR fans coming to experience the race live and those who are viewing it around the world," said Bachman. "It is the most important event that will take place in Chicago this year."

Ranking ninth for the category of "Sports Bucket List" events on SBJ's annual reader survey, the Chicago Street Race has attracted extraordinary fan and industry excitement as well as sponsorship engagement.

Phelps wrapped it up with a simple prediction: "I think the Chicago Street Race is going to be amazing, incredibly successful."

Driver Bubba Wallace with his McDonald's Car in front of Soldier Field. NASCAR's Next Gen car helped make it possible to race on the streets of Chicago.



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