

From: Veldran, Katherine
To: Wile, Chip <cwile@darlingtonraceway.com>
Date: 2/25/2015 9:58:12 AM
Subject: RE: Brief

Thank you.
Katherine

From: Wile, Chip [mailto:cwile@darlingtonraceway.com]
Sent: Wednesday, February 25, 2015 9:56 AM
To: Veldran, Katherine
Subject: Brief

KV

It was great talking to you this morning. Below are a couple of bullets for your brief. Please let me know if you need any additional information.

- Darlington Raceway's NASCAR event weekend is moving back to Labor Day Weekend.
- Bojangles signed a new five year contract to be the entitlement partner of the Bojangles Southern 500 in September. It brings two iconic southern brands together for the foreseeable future
- DR just signed Budweiser to a three year deal. They will serve as the official beer of Darlington Raceway
- DR is up year over year in units (tickets) sold to date.
- DR is up year over year in hospitality
- DR is up year over year in corporate revenue

Let me know if you need additional information.

CW

Chip Wile | President | Darlington Raceway

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The Tradition Returns to Darlington Raceway Labor Day Weekend 2015!

Bojangles' Southern 500® • September 6, 2015

VFW Sport Clips Help A Hero 200 • September 5, 2015

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