

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

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Thank you.  
Katherine

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**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 Heip A Hero 200 • September 5, 2015

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