



*Opening May 11, 2010*

# NASCAR HALL OF FAME COMPLEX



## FEATURES

### **NASCAR Hall of Fame (NHOFF)**

- 150,000 square feet
- \$195 million (includes NHOFF, Crown Ballroom, City's half of parking garage)
- Funded by 2% hotel/motel tax
- Estimated economic impact is \$60 million annually
- 5+ acre complex in uptown Charlotte, N.C.
- 1,000-space shared parking garage

### **Crown Ballroom**

- 40,000 square feet
- Operated by Charlotte Convention Center

### **NASCAR Plaza**

- 390,000 square feet
- 19-story office tower
- Private development by Lauth Properties contributing an estimated \$1.2 million to tax base

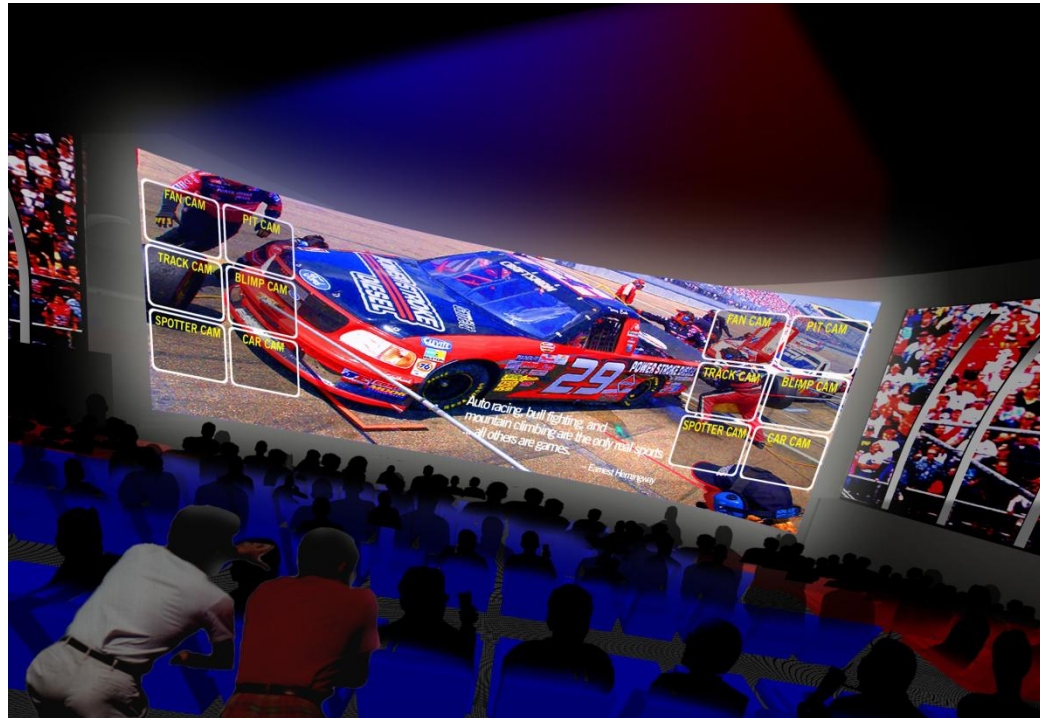
# NASCAR HALL OF FAME INTERIOR



## FACILITY MAP (from bottom up)

- High Octane Theater
- Great Hall
- Glory Road
- Hall of Honor
- Race Week
- Heritage Speedway

# HIGH OCTANE THEATER



## HIGHLIGHTS

- High-tech, state-of-the-art theater
- Showcases short film introducing guests to NASCAR history, heritage and legacy
- Seats more than 275
- 64-foot-wide curved projection screen with surround sound
- Available for group rentals
- Includes own entrance and concession

# RETAIL/BUFFALO WILD WINGS/RADIO & TV STUDIO



## RETAIL

- Operated by Sports Avenue, the 5,800-square-foot retail location primarily will sell NASCAR Hall of Fame merchandise

## BUFFALO WILD WINGS

- A national, sports-themed restaurant best known for its award-winning chicken wings and 14 sauces
- 8,400-square-foot restaurant with its own entrance

## RADIO & TV STUDIO

- State-of-the-art broadcast studio and newsroom operated by NASCAR Media Group

# GLORY ROAD & GREAT HALL



## GLORY ROAD HIGHLIGHTS

- 0 to 33 degrees banked ramp simulating various racetracks
- Features 18 historic cars to be changed every few years
- Opportunities for fans to walk on the surface experiencing the high banks
- Highlights 40 current and historic racetracks

## GREAT HALL HIGHLIGHTS

- State-of-the-art, interactive, 14' x 18' fan billboard screen displays images, messages and videos
- Compass lines drawn on the floor point toward current and historic racetracks
- Available for private events
- Capacity of 680 for receptions; 360 for banquets

# HALL OF HONOR



## HIGHLIGHTS

- NASCAR Hall of Fame inductees are enshrined in the Hall of Honor in the center of the building
- 2010 inductees are Dale Earnhardt, Bill France Jr., Bill France Sr., Junior Johnson and Richard Petty
- 360-degree video experience
- Current inductee exhibits are on display in center
- Spires circle outer walls and remain indefinitely

# CROWN BALLROOM



## HIGHLIGHTS

- 40,000-square-foot ballroom is largest in Charlotte market
- 30' x 60' x 32' built-in stage
- Banquet seating capacity of 2,400
- Theater seating capacity of 4,200
- Unobstructed views
- Connects to existing Charlotte Convention Center via overstreet walkway

# RACE WEEK

## EXHIBIT LINEUP

- Race Shop
- Kids Zone
- Pit Road
- Transporter
- Inspection
- Qualifying
- Race Day
- Media
- Victory Lane

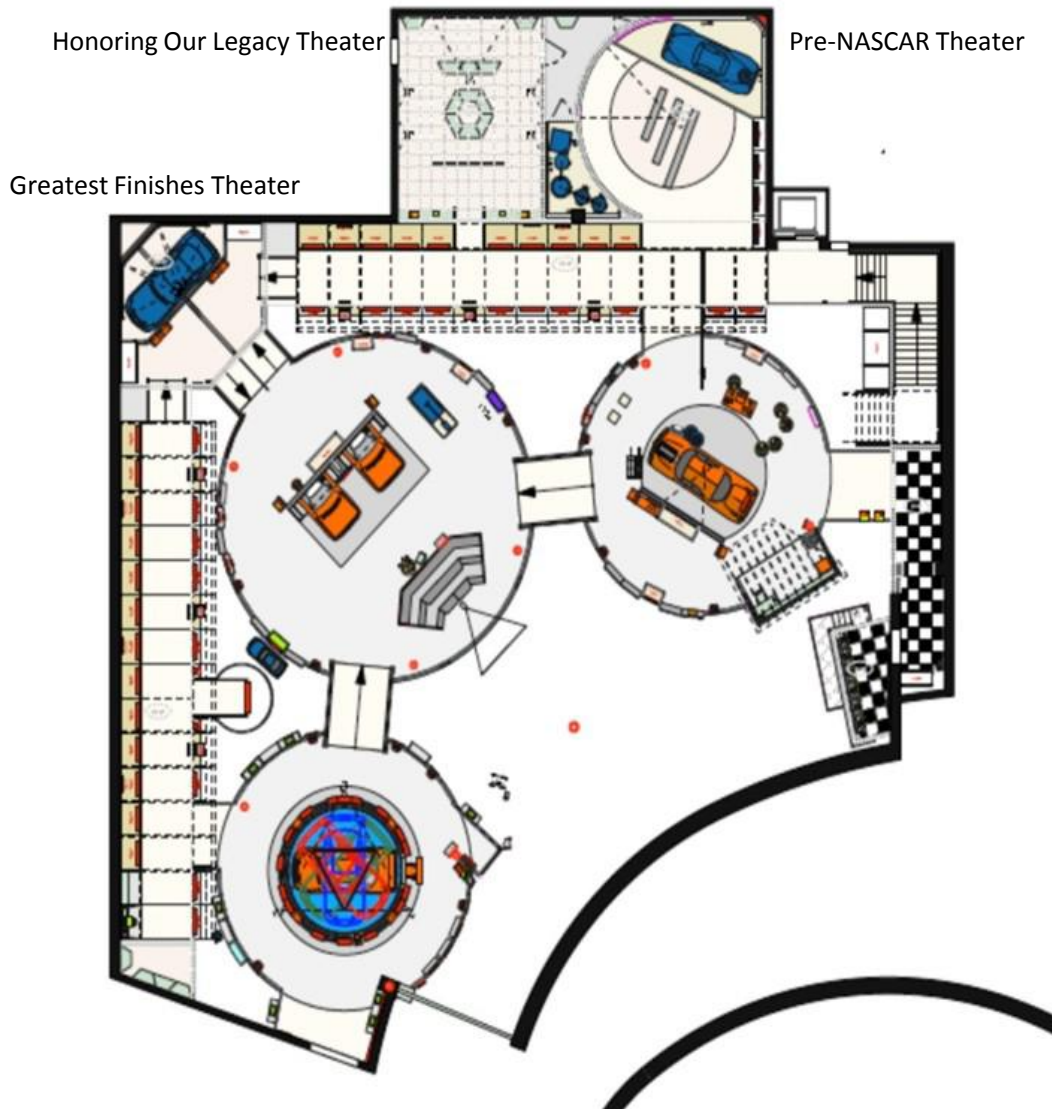
## INTERACTIVE ELEMENTS

- See an engine dyno, practice a pit stop, walk through a full-size NASCAR Sprint Cup hauler, call a race, get behind the wheel in one of eight iRacing simulators and more.



# HERITAGE SPEEDWAY

## EXHIBIT LINEUP



- **Artifact showcase:** Glass-enclosed section of the facility housing historic artifacts from NASCAR's past
- **Three galleries telling the story of NASCAR's six-decade history:** First platform ranges from 1948-71; the second platform is 1972-1999; the third platform is the 2000s
- **Honoring Our Legacy Theater:** A memorial area where visitors can honor and reflect on those no longer with us
- **Greatest Finishes Theater:** Guests choose to view up to 50 of NASCAR's greatest finishes
- **Pre-NASCAR Theater:** Explores the history of the automobile prior to the inception of NASCAR in 1947

# SAMPLE OF CARS IN HERITAGE SPEEDWAY

## 1939 FORD (Modified)

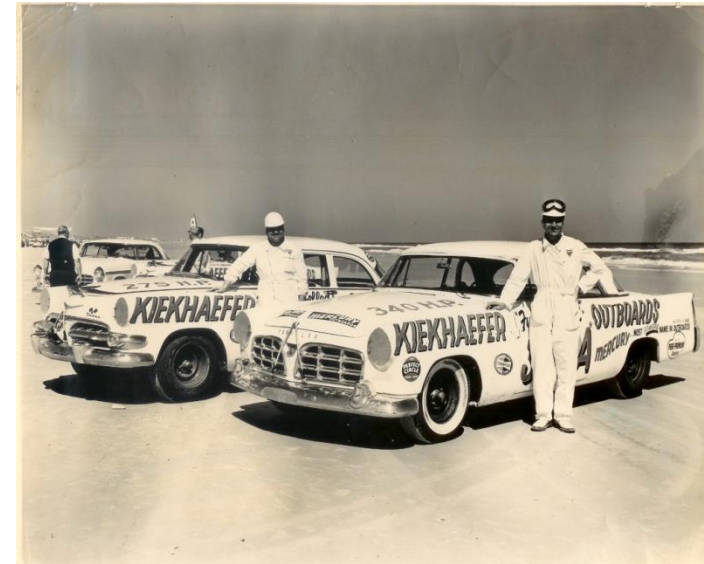
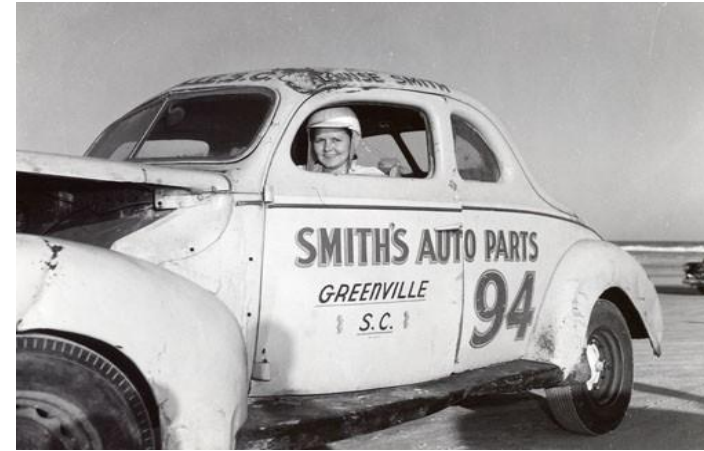
- Located in the Pre-NASCAR Theater.
- A pioneer, female driver, Louise Smith competed from 1946 —1956.
- Smith raced this car at various times in the NASCAR Modified Division including races on Daytona Beach.
- Smith was one of three women to compete in the inaugural seasons of the NASCAR Strictly Stock Division.
- She won more than 38 races in her 10-year career and was the first woman elected to the International Motorsports Hall of Fame in Talladega.

## 1956 CHRYSLER 300

- Located on the first platform in Heritage Speedway.
- Built to replicate Tim Flock's 1956 Daytona-winning car.
- Part of the powerful Kiekhaefer team that dominated NASCAR through the 1955 and 1956 seasons.
- Buck Baker won the 1956 NASCAR championship driving a Kiekhaefer Chrysler 300.
- The Chrysler 300 deposed the Hudson Hornet as NASCAR's —supercar.||
- This car came stock from the factory with a Hemi engine and two, 4-barrel carburetors. The series number "300" designated the amount of horsepower produced by the engine.

## 2003 PONTIAC

- Ricky Craven drove this car in the closest finish in NASCAR history in the 2003 Carolina Dodge Dealers 400 at Darlington Raceway. Craven ousted Kurt Busch by a margin of .002 of a second. This was the second NASCAR Winston Cup win of Craven's career.
- This Pontiac Grand Prix was owned by Cal Wells at the time.
- Ricky Craven was the 1995 Raybestos Rookie of the Year for the NASCAR Winston Cup Series, the 1991 NASCAR Camping World East champion, 1990 series rookie of the year and a two-time series pole-award winner.
- Craven has won at least one race in all three of NASCAR's national touring series.



# NASCAR HALL OF FAME FAST FACTS

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## **TICKET AND ADMISSION OVERVIEW**

### **How to Purchase:**

By Phone: 877-231-2010  
Online: [www.NASCARHall.com](http://www.NASCARHall.com)  
On-site: Box office will open in the spring of 2010

*Artist renderings, construction photos, logos and detailed media materials are available by request and are posted in our online press room at [www.NASCARHall.com](http://www.NASCARHall.com).*

### **General Admission Prices:**

Adult \$19.95  
Seniors (60 and up) \$17.95  
Military \$17.95  
Ages 5 –12 \$12.95  
Under 5 Free

### **Memberships (prices are per year):**

Rookie Racer (ages 5-12) \$25  
Crew Chief (individual adult) \$50  
Pit Crew Family Pack (2 adults and any children under 18) \$150  
Winner's Membership \$250  
Champion's Membership \$500  
Legend's Membership \$1,000

# SAVE THE DATE



**Media Preview**

May 4, 2010

**Grand Opening Ceremonies**

May 11, 2010

**Induction Ceremony**

May 23, 2010

[www.NASCARHall.com](http://www.NASCARHall.com)

