

MEDIA EXPOSURE

Stafford Motor Speedway has invested nearly \$500,000 in Musco stadium lighting, a media center and other media infrastructure as a part of its commitment towards increasing television coverage of events at the local NASCAR Whelen All-American Series facility.

INTERNET

Stafford Motor Speedway recognizes the importance of Internet presence in today's highly technological world. The official website of Stafford Motor Speedway, www.staffordspeedway.com, is the source of all the latest racing news and information for the track. Updated on a daily basis, Stafford Motor Speedway's website provides drivers, owners, crews and fans with the necessary information to stay up to speed with every event at the racetrack. With over 600,000 visitors per year, Stafford Speedway's website is a great way to get exposure.

RADIO

Each and every racing event at Stafford Motor Speedway is broadcast live over a closed circuit AM station. The SMS Broadcast Team of professional announcers cover every aspect of Stafford's racing events. As many as 4 announcers reporting from locations throughout the facility build excitement and report the action, live as it happens. The SMS Broadcast Team regularly inserts and mentions sponsor names frequently. Stafford is very proud of its broadcasting alumni, which include several motorsports stars. Former SMS Broadcasting stars include Mike Joy (Fox Sports), Jack Arute (ABC Sports), and Mike Massaro (ESPN).

NEWSPAPER

Stafford boasts a state of the art press facility to provide fully functional surroundings for the multitude of print media who converge on SMS each season. Below is a partial list of publications which printed stories on events at Stafford Motor Speedway this past season:

- Area Auto Racing News
- The Boston Globe
- Bristol Press
- Connecticut Post
- Danbury News Times
- Gater Racing news
- The Hartford Courant
- The Journal Inquirer
- National Speed Sport News
- Naugatuck Daily News
- New Haven Register
- New London Day
- Norwalk Hour
- Norwich Bulletin
- Providence Journal
- Speedway Illustrated
- Springfield Journal
- Springfield Union News
- The Racin' Paper
- Torrington Register
- The Union Leader
- Waterbury Republican
- Worcester Telegram

TELEVISION

Stafford Speedway has raced into over 60 million homes as part of SPEED Channel's NASCAR TV Racing Across America Series with broadcasts of the track's NASCAR Touring Series Events as well as being seen on Versus with coverage of the track's Whelen Modified Tour events.

"Stafford Motor Speedway has always shown the same professionalism I've found in any other form of sports."

Matt Buckler, Sports Reporter for the JOURNAL INQUIRER Newspaper