



EARHART
CAMPGROUND
BRISTOL, TENNESSEE

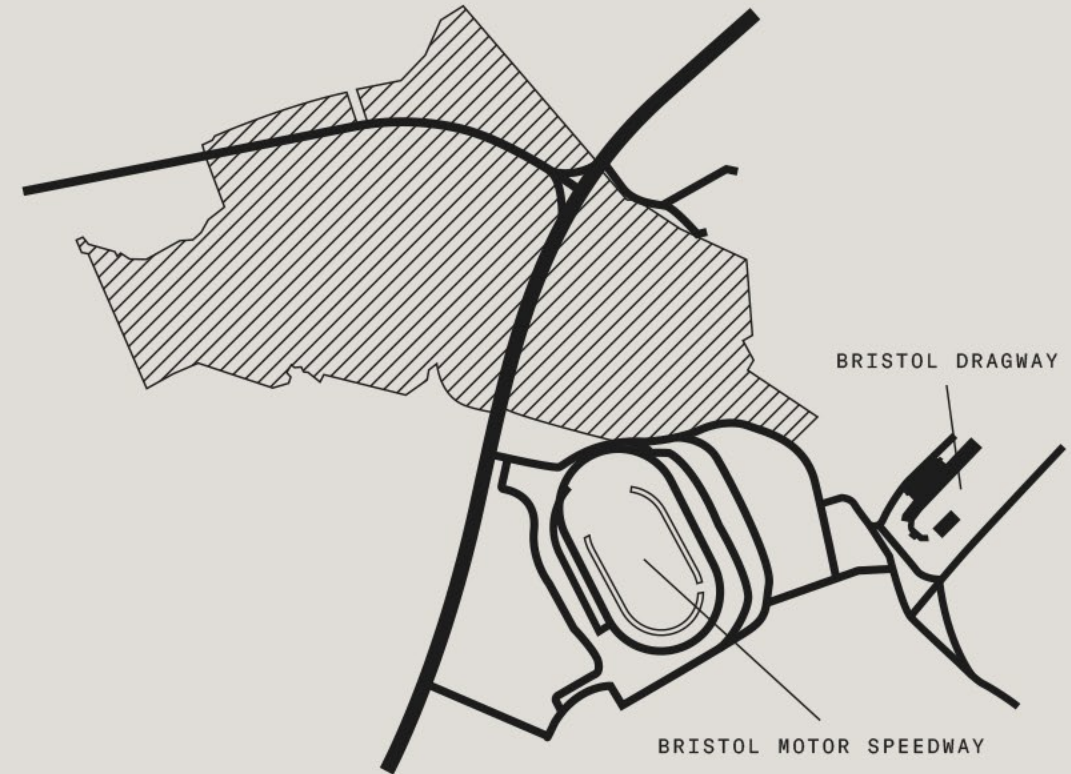
AMPLIFY YOUR AUDIENCE

MARKETING OPPORTUNITIES
PRIVATE HOSPITALITY
AND RETAIL SALES

PLEASED TO MEET YOU

AN INTRODUCTION

Earhart Campground is a family owned and operated facility located on some of Bristol's most prime real estate adjacent to the North Entrance of Bristol Motor Speedway. The farm was originally homesteaded in the late 1700's and is currently owned and operated by the 8th generation of the Earhart family. The campground is divided by Highway 11-E and sidewalk systems for maximum exposure and visibility to fans. At just over 150 total acres, Earhart Campground is big enough to accommodate almost any request, but small enough to do it with a personal touch. Earhart Campground is Bristol's best value for marketing, promotions, private hospitality, and retail sales. You get on-track visibility and traffic flow at pennies on the dollar of what you might pay elsewhere.



UNPARALLELED EXPOSURE

BY THE NUMBERS

Earhart Campground averages approximately 7,000 day-parking vehicles during the spring race weekend and 8,650 vehicles during the fall race weekend. Earhart Campground has exceeded 10,000 vehicles during peak events

Earhart Campground averages approximately 600 occupied campsites during the spring race weekend and approximately 1,250 occupied campsites during the fall race weekend. Earhart Campground has exceed 2,500 occupied campsites during peak events.



SPRING

7,000+

VEHICLES / DAY

600+

OCCUPIED CAMPSITES

FALL

8,650+

VEHICLES / DAY

1,250+

OCCUPIED CAMPSITES

PEAK

10,000+

VEHICLES / DAY

2,500+

OCCUPIED CAMPSITES



DRIVE TRAFFIC

GENERATE SALES

Situated along highway 11-E and a pedestrian sidewalk, the marketing area provides unparalleled exposure which eclipses even Bristol Motor Speedway. Marketing displays double as billboards to highway and foot traffic generating tens of thousands of views and providing a natural path to the track.



STAKE YOUR CLAIM

SCALABLE FOOTPRINTS & FLEXIBILITY THAT MEET YOUR NEEDS

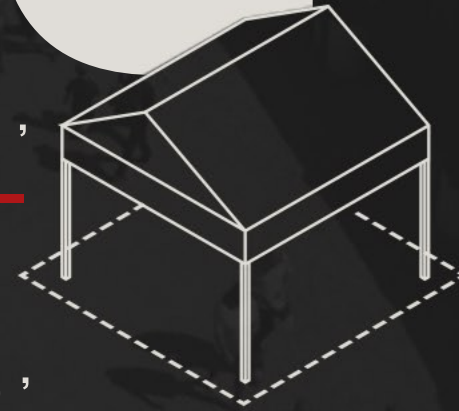
Each footprint is customized to fit your individual needs. From 10' x 10' to as large as 400' x 300' (and larger) Earhart Campground has it covered so you can best connect with your audience. Pricing is fair and across the board based upon square footage and clients are provided the flexibility to activate their footprint without the red tape from many other venues.

BIG

UP TO 300' x 400'

OR SMALL

DOWN TO 10' x 10'



SAY IT LOUDER

AMPLIFY YOUR AUDIENCE

Earhart Campground isn't simply a parking lot for weekend race fans. We take pride in providing visitors non-stop entertainment while they are here. From energetic live music to thrilling motocross demonstrations all of our events are strategically placed so you can best interact and engage with your audience.

PARTNER BRANDS WE HAVE WORKED WITH

TOYOTA - OFFICIAL PARTNER
JACK DANIEL'S
MILLER LITE
MONSTER ENERGY
ALLY FINANCIAL

INDIAN MOTORCYCLES
LEAP VAPOR
WHITE CASTLE
BOJANGLE'S
DEWALT TOOLS



THANK YOU