

MEDIA INFORMATION



HOMESTEADMIAMISPEEDWAY.COM

Media Contacts:

Neal Gulkis, O: 305.230.5233, ngulkis@homesteadmiamispeedway.com

Andrew Devlin, O: 305.230.5229, adevlin@homesteadmiamispeedway.com

HOMESTEAD-MIAMI SPEEDWAY ENTERS INTO PARTNERSHIP WITH THE FRANKLIN GROUP

MIAMI— Homestead-Miami Speedway announced today that it has entered into a partnership with the Franklin Group, making the company the track's official marketing solutions partner.

Homestead-Miami Speedway has been serving the racing community with a level of excellence since 1995, and as the track prepares for its 17th consecutive year of hosting NASCAR's championship races (November 16-18, 2018), the Franklin Group will work closely with the Speedway to provide creative marketing material to enhance the fan experience during their visit to the championship track.

"Each year we strive to give our fans an enjoyable experience during Ford Championship Weekend by providing our guests with tremendous entertainment and amenities at each of our three races," said Homestead-Miami Speedway President Matthew Becherer. "The Franklin Group is the perfect partner for us to achieve this goal due to their reputation for providing premium services and products to the sports industry. We look forward to working with the Franklin Group to create innovative ideas to serve our fans."

"We are very excited for the opportunity to partner with Homestead-Miami Speedway," said Steven Zuller, CEO, Franklin Group. "As we embark on our entryway into the motor racing industry that includes thrilling NASCAR championship races, it's an honor for us to serve this passionate fan base going forward. The Homestead-Miami Speedway is the latest property to join current premier Miami-based partnerships including the Heat, Marlins and nonprofit organization Best Buddies."

About Homestead-Miami Speedway

Homestead-Miami Speedway has been open since 1995 following an initiative to spur economic recovery in the aftermath of Hurricane Andrew. The Speedway, which was founded by Miami businessman, racing enthusiast and philanthropist Ralph Sanchez, is a 650-acre facility that features a 1.5-mile oval and 2.21-mile road course. The Speedway hosts on-track events nearly 300 days per year and generates more than \$301 million annually for the region. In 2017, NASCAR crowned champions in all three of its national series at Homestead-Miami Speedway during Ford Championship Weekend for the 16th consecutive year (2002-17). Champions crowned at Homestead-Miami Speedway in 2017 were Martin Truex Jr. (Monster Energy NASCAR Cup Series), William Byron (NASCAR XFINITY Series) and Christopher Bell (NASCAR Camping World Truck Series). 2018 Ford Championship Weekend will be held November 16-18.

About The Franklin Group

For over 25 years, the Franklin Group has served a diverse group of industries, organizations, and commercial entities to provide clients with creative, strategic solutions to meet their needs. As trusted partners to teams in the NBA, NHL, MLS, NFL, MILB, AFL and NEC, NCAA, it is our mission to turn fan passion into brand response. Utilizing state-of-the-art digital technology, as well as innovative creative solutions web partner with teams and companies to develop distinct marketing strategies and premium collateral for all of their hospitality, printing, and promotional needs. For more information please visit us at www.franklingroupusa.com or contact us at 866 PRINT 88.