



PHOTO: CMS/HHP



NORTH CAROLINA MOTORSPORTS ASSOCIATION



OUR MISSION

The **North Carolina Motorsports Association (NCMA)** is a 501(c)(6) nonprofit trade organization dedicated to promoting, protecting, and growing the motorsports industry across North Carolina. Established June 12, 2002, NCMA represents a broad membership base that includes race teams, tracks, manufacturers, service providers, suppliers, professional service firms, and related businesses that drive the state's motorsports economy.

NCMA serves as the unified voice of the industry at the state level, providing legislative and regulatory advocacy to ensure that the business interests of the motorsports community are recognized and supported. The association also fosters collaboration and professional development through networking events, industry programs, educational seminars, and member engagement opportunities that benefit organizations of all sizes, from small enterprises to major corporations.

Through leadership, partnership, and industry alignment, NCMA works to strengthen North Carolina's position as **the state where motorsports means business.**



HOME OF MOTORSPORTS

North Carolina's motorsports legacy is deeply rooted in its colorful past—one that began long before the roar of engines filled modern speedways. During America's Prohibition Era, moonshine runners in the hills of North Carolina modified their cars to outrun federal agents on twisting backroads, developing the driving skill, mechanical ingenuity, and competitive spirit that would lead to the creation of stock car racing. What began as a test of nerve and horsepower among drivers evolved into races on dirt tracks across the state, laying the foundation for what would become one of America's most beloved sports.

From those bootleg beginnings, North Carolina became the heart of America's motorsports industry. In June of 1949, **NASCAR** held its first "Strictly Stock" race at the Charlotte Fairgrounds Speedway, giving birth to what is now known as the NASCAR Cup Series. Today, the state is home to more than 80% of NASCAR teams, as well as an expansive network of race shops, parts manufacturers, engineers, suppliers, support services, and agencies that fuel the sport's innovation and economic impact.

North Carolina also serves as headquarters for major sanctioning bodies such as the **World Racing Group** (home of the World of Outlaws), **CARS Tour**, **U.S. Legend Cars International**, **INEX Series**, **All-Harley Drag Racing Association**, as well as two regional chapters of the **Sports Car Club of America**, which together represent the broad spectrum of motorsports competition, from grassroots racing to national touring series. Charlotte is also home to the **NASCAR Hall of Fame**, an interactive entertainment attraction honoring the history and heritage of NASCAR.

YOUR SPORT, YOUR VOICE

ADVOCACY

The NCMA serves as the unified voice of North Carolina's motorsports industry, representing members' interests at the state level and ensuring that policymakers understand the sport's economic and cultural impact. The **NCMA protects and promotes issues** that are important to race teams, tracks, suppliers, and service providers through proactive legislative monitoring, communication, and advocacy. Members can talk to lawmakers, receive updates on key legislation, and participate in industry discussions that will help shape the future of motorsports in North Carolina.

NETWORKING



NCMA membership connects businesses, teams, tracks, and service providers across North Carolina's motorsports ecosystem, creating meaningful opportunities for collaboration and growth. The association assists members in establishing connections with decision-makers and possible partners through member meetings, signature events, and facilitated introductions. From manufacturing and racing operations to tourism and education, NCMA serves as a link between industries, giving its members direct access to the individuals and institutions that influence the sector. In addition to promoting business growth, this network places its members at the heart of the North Carolina motorsports scene.

YOUR SPORT, YOUR VOICE

VISIBILITY

NCMA elevates its members' visibility within the state's motorsports community and beyond, providing platforms to showcase their brands, products, and expertise. Inclusion in the NCMA directory, recognition through digital and event platforms, and chances for partnerships, presentations, and spotlights that increase visibility to important industry players are all advantages for members. The association's communication channels—website, social media, newsletters, and events—amplify member accomplishments and stories, establishing members as reliable sources of information for North Carolina's motorsports sector.



EDUCATION

Members of NCMA gain the skills, connections, and information needed to improve their operations and adapt to industry changes. Members receive useful information on topics such as facility management, workforce development, safety, sponsorship, and emerging technologies through educational programming, the exchange of best practices, and access to professional resources. To develop North Carolina's future motorsports talent, the association also encourages collaboration among companies, educational institutions, and training programs. NCMA assists members in managing motorsports organizations more intelligently, competitively, and sustainably by serving as a center for professional development and learning.

NETWORK WITH NCMA EVENTS



MOTORSPORTS INDUSTRY AWARDS CEREMONY



The **NCMA Motorsports Industry Awards Ceremony** was established in 2007 to honor individuals and companies for outstanding achievements and contributions to North Carolina's motorsports ecosystem. This annual ceremony ranks among the marquee events on the motorsports calendar and is attended by executives and key members of motorsports-oriented organizations across the state.

Awards recipients are determined by the NCMA Board of Directors and the NCMA Awards Committee. The event's highest honor is the **Achievement in Motorsports Tribute Award**, which reflects an individual or organization's lasting impact on the industry.

The **Jim Hunter Memorial Media Award**, named for NASCAR Hall of Fame Landmark Award recipient and long-time NASCAR executive Jim Hunter, is presented to a deserving member of the media for contributions to the sport.

The **Philanthropy Award** and **Motorsports Industry Award** are also staples of the event and recognize individuals, events, programs, or organizations that elevate motorsports.





The **North Carolina Motorsports Foundation (NCMF)** is the charitable arm of the North Carolina Motorsports Association (NCMA), established as a 501(c)(3) nonprofit organization dedicated to supporting the future of motorsports in our state. Through scholarships, workforce development programs, and educational partnerships, the Foundation invests in the next generation of motorsports professionals—from engineers and technicians to business leaders and innovators.

Chief among these initiatives is the awarding of scholarships to individuals seeking careers in the racing industry. Each year, the Foundation provides financial awards to qualified and deserving students representing a broad range of disciplines and educational institutions across North Carolina. These scholarships help develop the talent pipeline that sustains the state's thriving motorsports economy.

Scholarships are awarded across a variety of disciplines—including technical, engineering, administrative, and business fields—reflecting the diverse career opportunities available in motorsports.

Funding for the Foundation's work is achieved through a variety of methods, including grants, donations, fundraising events, and the receipt of proceeds from the sale of North Carolina's race-themed automobile license plates. These contributions directly empower students and strengthen the motorsports workforce of tomorrow.

Through education, opportunity, and community engagement, the NCMF ensures that motorsports continues to drive innovation, economic growth, and career development throughout North Carolina.

NCMA LEADERSHIP

BOARD OF DIRECTORS

Scott Lampe - Chairman
Hendrick Motorsports

Winston Kelley - Vice Chairman
NASCAR Hall of Fame

David Morton - Treasurer
Fifth Third Bank

Wendy Stallings - Secretary
TPI Event Solutions

Greg Walter - Past Chair
Speedway Motorsports Inc.

Dan Klenetsky
NASCAR

Greta Ray Anderson
BSCI

Rebecca Moffitt
Petty Family Foundation

Brad Bostick
Wells Fargo

Boston Reid
Boston Reid & Company

Tyler Bowery
Truist

Phil Roberts
RFK Racing

John Dodson
Universal Technical Institute

Les Rudd
Bob Cook Sales

Todd English
Roush Yates Manufacturing

Ali Starnes
Muddy Creek Experiential

Greg Fornelli
SRI Performance

Patrick Wood
Rowan-Cabarrus Community College

EXECUTIVE DIRECTOR

Chad Willis

FINANCE
Alicia Glass

MARKETING
Susan Olak

NORTH CAROLINA TRACKS

North Carolina is home to more than 50 active race tracks that host events for AHDR, CARS Tour, IHRA, IMSA, INEX, NASCAR, NHRA, SCCA, SMART, Stars Championship, Super Cup Stock Car, WDRA, and World Racing Group.

MAJOR SPEEDWAYS

Charlotte Motor Speedway
North Wilkesboro Speedway
Rockingham Speedway
ROVAL at Charlotte Motor Speedway
The Dirt Track at Charlotte
zMAX Dragway

ASPHALT TRACKS

Ace Speedway
Bowman Gray Stadium
Caraway Speedway
Carteret County Speedway
Coastal Plains Raceway
Friendship Motor Speedway
Hickory Motor Speedway
Orange County Speedway
Southern National MS Park
Tri-County Speedway
Tri County Speedway
Wake County Speedway

KART TRACKS

Trackhouse Motorplex

ROAD CIRCUITS

Ten Tenths Motor Club

DIRT OVALS

Albemarle Speedway
Bear Creek Raceway Park
Carolina Speedway

DIRT OVALS (Continued)

Coleridge Speedway
County Line Raceway
Dixieland Speedway
East Lincoln Speedway
Halifax County Motor Speedway
Harris Speedway
HorsePower Park
Liberty Raceway Park
Margarettsville Speedway
Millbridge Speedway
Rockfish Speedway
The "Old" State Line Speedway
The New 311 Speedway
Tri County Race Track

DRAGSTRIPS

710 Dragway
Coastal Plains Dragway
Farmington Raceway
GALOT Motorsports Park
Kinston Drag Strip
 Mooresville Dragway
NorthEast Dragway
Outer Banks Speedway
Piedmont Dragway
Rockingham Dragway
Roxboro Motorsports Park
Shadyside Dragway
Thunder Valley Raceway Park
Wilkesboro Dragway

IGNITION

Entry-level access to NCMA advocacy, networking, and the motorsports business community.

ACCELERATE

Expanded engagement with increased visibility and opportunities to grow relationships

APEX

Increased reach and member assets designed for companies seeking peak performance and greater influence.

VICTORY LANE

Priority positioning, enhanced exposure, and recognition as an industry-leading company.

CHAMPION

Elite partnership and brand visibility for industry leaders shaping the future of motorsports in North Carolina.

NORTH CAROLINA MOTORSPORTS ASSOCIATION	IGNITION	ACCELERATE	APEX	VICTORY LANE	CHAMPION
MEMBERSHIP BENEFITS	\$350	\$525	\$1,000	\$2,000	\$5,000
Logo presence on screens, event program, and signage at Motorsports Industry Awards					
Logo presence at annual Member Luncheon					
Logo presence on newsletter					
Tickets to the annual Motorsports Industry Awards					4
Tickets to the High Performance Expo					4
Logo on website featured partner page					
Logo presence in NCMA booth at HPX Expo					
Tickets to annual Member Luncheon			2	4	6
Newsletter ad with website link			2	3	4
Member spotlight linked in newsletter, posted on social media			2	3	4
Member spotlight on website					
Opportunity to host networking events					
Enhanced listing in members directory					
Pro-business legislation advocacy					
Representation at local and state levels					
Business referrals and connections					
Advertising and sponsorship opportunities					
Listing in online business directory					
New member announcement in newsletter					
Offer and access member deals					
Members-only pricing for events					
Member to member networking events					
Subscription to newsletter					
Credibility as NCMA member					

CONTACT INFORMATION



**NORTH CAROLINA
MOTORSPORTS ASSOCIATION**

A white silhouette of the state of North Carolina is centered on the page. Overlaid on this silhouette is the text "MOTORSPORTS MEANS BUSINESS" in a bold, blue, italicized, sans-serif font. The text is arranged in two lines: "MOTORSPORTS" on the top line and "MEANS BUSINESS" on the bottom line.

***MOTORSPORTS
MEANS BUSINESS***

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