

SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION  
&  
TOURISM

PROCUREMENT CERTIFICATION FORM

GRANTEE NAME: Darlington Raceway of South Carolina, LLC.

PROJECT NAME: Sports Marketing Program

I hereby certify that all labor, materials and contracts acquired or performed in the accomplishment of the above named project will be accomplished in accordance with the named entity's established procurement guidelines. Any questions, concerns or grievances should be directed to this agency.

Josh Harris

PRINTED NAME

President

TITLE



SIGNATURE

10/7/2024

DATE

**Statement of Non-Discrimination  
By Organizations Funded in the  
South Carolina General Appropriations Act**

To meet requirements of a provision of the South Carolina General Appropriations Act regarding your funding, please fill in the blanks below, sign and return to PRT with your other credentials. If desired, you may retype the statement on your own letterhead.

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**Statement of Non-Discrimination**

10/7/2024

Date

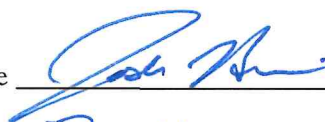
Assurance is hereby given by the

Darlington Raceway of South Carolina, LLC

(Name of Organization)

that no person shall, upon the grounds of race, creed, color or national origin be excluded from participation in, be denied the benefit of or be otherwise subjected to discrimination under any program or activity for which this organization is responsible.

Signature



Title

President



10/7/2024

Darlington Raceway of South Carolina, LLC ("Darlington") is a wholly owned subsidiary of NASCAR Holdings, LLC ("NASCAR") and as such does not have separately audited financial statements. Darlington plans to pay grant-related expenditures using internal cash flows but NASCAR will provide financial support if needed.

Josh Harris

PRINTED NAME

President

TITLE

SIGNATURE

10/7/2024

DATE



## State of South Carolina Request for Contribution Distribution

This form is designed to collect the information required by South Carolina in accordance with Proviso 117.21 of the appropriations act and Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution for the designated organization. The state agency providing the contribution should use this form to collect information from the designated organization. The information must be collected from the designated organization before the funds can be disbursed.

### Contribution Information

Amount	State Agency Providing the Contribution	Purpose

### Organization Information

Entity Name	Darlington Raceway of South Carolina, LLC
Address	1301 Harry Byrd Highway
City/State/Zip	Darlington, SC 29532
Website	<a href="http://www.DarlingtonRaceway.com">www.DarlingtonRaceway.com</a>
Tax ID#	59-0736394
Entity Type	Private Entity

### Organization Contact Information

Contact Name	Josh Harris
Position/Title	President
Telephone	843-395-8939
Email	<a href="mailto:jharris@darlingtonraceway.com">jharris@darlingtonraceway.com</a>

### Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Multi-Channel Media/Marketing/Advertising Plan to promote Annual NASCAR event weekends at Darlington Raceway	\$1,383,455.00	Specific tactics and dollar amounts for each will be developed by our Media planning team.
Darlington Raceway 75th Anniversary Marketing	\$265,000.00	Specific tactics and dollar amounts for each are in development.
Other Annual Marketing > Darlington Raceway Stock Car Museum	\$20,000.00	Daily/Year Round Tourism; multi-channel
Other Annual Marketing > Vehicle Wraps	\$20,000.00	For vehicles that travel throughout state, region & nation
Other Annual Marketing > Strategic Marketing Partnerships	\$125,000.00	Collegiate and other non-traditional marketing channels that give us an opportunity to reach crossover audiences
Other Annual Marketing > NIL/Influencer Marketing	\$40,000.00	potential for athlete, celebrity or other influencer partnerships that expand our reach into new audiences
Other Annual Marketing > Youth Related Program Marketing	\$25,000.00	Developing programs to reach Youth Audiences - STEM, etc
Other Annual Marketing > Other Non-NASCAR Event Marketing	\$90,000.00	Marketing for other non-NASCAR, spectator events to be held at Darlington Raceway
Other Annual Marketing > Digital Marketing & Other Unknown/Contingency	\$31,545.00	Digital Marketing and Contingency for unexpected needs over duration of the Grant period
<b>Grand Total</b>	<b>\$2,000,000.00</b>	

### Please explain how these funds will be used to provide a public benefit:

NASCAR races at Darlington are the most widely attended sporting events in the state. Thousands of visitors from all 50 states and 12 foreign countries come to Darlington twice a year – Spring and late Summer (Labor Day Weekend) – for a pair of NASCAR race weekends. These visitors spend millions of dollars in our state, as the most recent Economic Impact Study showed a direct and indirect impact of more than \$118 million annually, with nearly \$100 million impacting the Pee Dee Region each year. Additionally, each NASCAR race at Darlington is televised live worldwide, either by FOX Sports or the NBC Sports networks. These telecasts can draw more than seven million unique viewers and generate millions more of exposures through traditional and social media outlets. This provides South Carolina with expansive promotion and marketing opportunities that reach coast to coast and even globally. These funds will be instrumental in growing Darlington and South Carolina's NASCAR brands and bringing more visitors and tourism dollars to the state. It would provide our marketing team with the resources to deliver

*Last updated: August 2022*



increased advertising and promotion of the NASCAR events at Darlington, which in turn, would enhance attendance and overall economic impact the events have on the state and region. As we celebrate Darlington Raceway's 75th Anniversary throughout 2025, we will focus on showcasing our rich history and tradition while looking forward to a bright future.

#### Organization Certifications

- 1) Organization hereby gives assurance that no person shall, upon the grounds of race, creed, color, or national origin, be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under any program or activity for which this organization is responsible.
- 2) Organization certifies that it will provide quarterly spending reports to the Agency Providing Contribution listed above.
- 3) Organization certifies that it will provide an accounting at the end of the fiscal year to the Agency Providing Contribution listed above.
- 4) Organization certifies that it will allow the State Auditor to audit or cause to be audited the contributed funds.

  
Organization Signature

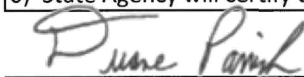
Josh Harris  
Printed Name

President  
Title

10/7/2024  
Date

#### Certifications of State Agency Providing Contribution

- 1) State Agency certifies that the planned expenditure aligns with the Agency's mission and/or the purpose specified in the appropriations act.
- 2) State Agency certifies that the Organization has set forth a public purpose to be served through receipt of the expenditure.
- 3) State Agency certifies that it will make distributions directly to the organization.
- 4) State Agency certifies that it will provide the quarterly spending reports and accounting received from the organization to the Senate Finance Committee, House Ways and Means Committee, and the Executive Budget Office by June 30, 2025.
- 5) State Agency certifies that it will publish on their website any and all reports, accountings, forms, updates, communications, or other materials required by Proviso 117.21 of the appropriations act.
- 6) State Agency will certify to the Office of the Governor that it has complied with the requirements of Executive Order 2022-19 by June 30, 2025.

  
Agency Head Signature

Duane Parrish  
Printed Name

10/15/2024  
Date