



THOMPSON SPEEDWAY SELECTS SPECTRA PARTNERSHIPS AS ITS EXCLUSIVE CORPORATE PARTNERSHIP SALES FIRM

THOMPSON, CONN. (May 24, 2018)—Thompson Speedway Motorsports Park in Thompson, Conn. has selected Spectra, an industry leader in venue management, food services & hospitality and partnerships sales, as its exclusive corporate partnerships sales firm. This multi-year agreement will provide the speedway with new opportunities to drive revenue through sponsorship and advertising sales.

Spectra Partnerships plans to ensure that Thompson Speedway Motorsports Park benefits from the maximum revenue potential that exists by engaging local, regional and national brands to the more than 300,000 patrons that participate in events and activities on the grounds annually.

“We are thrilled to be given the opportunity to represent such an historic facility,” said Bryan Furey, Senior Vice President, Spectra Partnerships. “Through our sponsorships sales efforts, we will look to create mutually beneficial partnerships with companies that will enhance the guest experience at Thompson Speedway, provide additional awareness, and generate revenue. Motorsports enthusiasts are a passionate and desirable niche audience and the speedway is a great vehicle for brands to engage with these consumers.”

Built in 1939, Thompson Speedway was the first asphalt racetrack in the United States and has been owned-and-operated by the Hoenig Family since opening. The facility also includes an 18-hole golf course and a restaurant/clubhouse.

“The Spectra team understands how much my family and I have invested in the success of this speedway,” John Hoenig, owner of Thompson Speedway Motorsports Park, said. “I quickly saw that they were going to bring opportunities to the table that we either hadn’t considered or hadn’t yet been able to achieve across our almost 80-year history. I look forward to working hand-in-hand each day with the Spectra manager who will be onsite with us.” “

Spectra will also provide food and beverage consulting services to the facility through the end of 2018.

Across New England, Spectra provides Venue Management, Food Services & Hospitality and Partnerships Sales Services for a variety of clients, including XL Center in Hartford, Conn. and Pratt Whitney Stadium in East Hartford, Conn.

###

About Spectra

Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra’s unmatched blend of integrated services delivers

incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at SpectraExperiences.com. Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).