



Richmond Raceway and Markel Corporation **Partner for the Markel Entertainment Plaza**

Markel Corporation to Sponsor Infield Fan Entertainment & Programming Area in the New DC Solar FanGrounds

Richmond Raceway (Richmond) and [Markel Corporation](#) announce a multiyear partnership on the naming rights to the fan entertainment and programming area of the DC Solar FanGrounds as part of [Richmond Raceway Reimagined](#) (Reimagined), the track's \$30 million infield redevelopment project. The new entertainment area near turns one and two of the modernized infield will be named the Markel Entertainment Plaza.

"With Markel Corporation, we are partnering with a global company headquartered in Richmond with strong roots in our community," said Richmond President Dennis Bickmeier. "The Markel Entertainment Plaza will enhance the live entertainment experience for fans in the new DC Solar FanGrounds for our first-ever NASCAR Playoff Race Weekend this September and beyond."

The Markel Entertainment Plaza will provide fans exclusive NASCAR celebrity appearances and musical performances throughout Richmond's race weekends. It will also offer the closest infield view to watch racing action in turns one and two as well as Richmond's new home for pre-race introductions in the DC Solar FanGrounds. Announcements on programming in the Markel Entertainment Plaza will be coming in the near future.

"The Markel Entertainment Plaza provides NASCAR fans with an enhanced race-day experience," said Richie Whitt, Co-Chief Executive Officer, Markel Corporation. "Markel is thrilled to partner with Richmond Raceway to bring even more racing excitement to our community."

Reimagined is a \$30 million infield redevelopment project bringing new attractions and state of the art fan-based attractions to the DC Solar FanGrounds, allowing race fans to get closer than ever to NASCAR's best with new Monster Energy NASCAR Cup Series garages and a fan viewing walkway providing full immersion into the sport.

Additional new attractions in the DC Solar FanGrounds include the Markel Entertainment Plaza, social engagement neighborhoods, an expanded variety of concessions, and an all-new Gatorade Victory Lane, which will provide fans the opportunity to be a part of the post-race celebrations, along with activities before the race, with driver appearances, and other interactive programming.

The 80-person Victory Lane Club will be flanked by two new garage suites with a view into the Monster Energy Series garages. Reimagined will also provide partners with new fan engagement opportunities and innovative signage that is unprecedented in the market.

The DC Solar FanGrounds will debut over Richmond's first NASCAR playoff weekend, presented by [Who's Your Driver](#), on Sept. 21-22. Fans can purchase tickets to be in the new infield and become a part of history. One-day (\$70) and two-day (\$125) tickets are available for purchase online at richmondraceway.com, by calling 866-455-7223 or visiting the Richmond Ticket Office.

Media can learn more about Reimagined at richmondracewayreimagined.com.

Richmond Raceway 2018 NASCAR Season

NASCAR returns for Richmond's first-ever Fall Playoff Race Weekend, presented by [Who's Your Driver](#), with the [Go Bowling 250 NASCAR Xfinity Series Playoff race](#), U.S. Department of Veterans Affairs Pole Qualifying, and [Federated Auto Parts 400 Monster Energy NASCAR Cup Series Playoff race](#) on Sept. 21-22. Dale Earnhardt Jr. will make his return to competition in the Go Bowling 250. The track will also make history with the grand opening of the [DC Solar FanGrounds](#) as part of [Richmond Raceway Reimagined](#), a \$30 million infield redevelopment project.

The Pro All Stars Series (PASS) will run the inaugural PASS Commonwealth Classic on Saturday, October 20 at Richmond. The race will be the penultimate race of the PASS National Championship Series. PASS Super Late Models will headline the day with feature events for Tour-Type Modifieds, Late Model Stocks, Limited Late Models, and Street Stocks. To learn more, visit richmondraceway.com or proallstarsseries.com.

Tickets for the Fall Playoff Race Weekend, presented by [Who's Your Driver](#), and PASS Commonwealth Classic are available for purchase in-person at the Richmond Ticket Office, via phone at 866-455-7223, or online at richmondraceway.com.

Stay connected to Richmond Raceway on [Facebook](#), [Instagram](#), [Twitter](#), Snapchat and [YouTube](#), and by downloading the Richmond Raceway mobile app for [Apple](#) or [Android](#).

About Markel Corporation

Markel Corporation is a diverse financial holding company serving a variety of niche markets. The Company's principal business markets and underwrites specialty insurance products. In each of the Company's businesses, it seeks to provide quality products and excellent customer service so that it can be a market leader. The financial goals of the Company are to earn consistent underwriting and operating profits and superior investment returns to build shareholder value. Visit Markel Corporation on the web at markelcorp.com.

About Richmond Raceway

Richmond Raceway is America's Premier Short Track annually hosting two NASCAR race weekends, featuring the Monster Energy NASCAR Cup Series and NASCAR Xfinity Series, on a ¾-mile D-shaped oval. Richmond Raceway is a regional leader for events including sports, live music and consumer trade shows. The Richmond Raceway Complex's 1,100 plus acre multipurpose facility hosts more than 200 live events annually including concerts with top

national recording artists at Virginia Credit Union LIVE! To learn more, visit richmondraceway.com, richmondracewaycomplex.com, or vaculive.com.