

Briefing on New Bowman Gray Stadium Scoreboard

June 16, 2025



Highlights from 2025 The Cookout Clash

- The television broadcast on Fox Sports drew three million viewers and a Nielsen rating of 1.5, making it the second highest viewed sporting event that weekend.
- There were 1,500 mentions of Winston-Salem during the broadcast.
- Ticket sales came from over forty states, five countries, and three continents.
- According to the Smith Travel Report, which is provided to Visit Winston-Salem, hotel occupancy on Saturday, February 1st was 66%, up 26% from the prior year. Nine hundred more rooms were sold on Saturday than the prior year. (Please note that not all this growth can be attributed to The Cookout Clash because other groups had sold out.)
- Visit Winston-Salem was a key partner in engaging NASCAR fans and promoting the community before, during, and after The Cookout Clash. The following are highlights of their support.
 - Paid for a sponsorship package valued at \$25,000
 - Created a dedicated microsite to build awareness and trip planning (18,412 website users, 26,723 views, 20,951 sessions, and 14,144 engaged sessions)
 - Created a paid regional digital advertising and retargeting campaign for future remarketing
 - Distributed branded welcome materials to enhance visibility and local excitement
 - Distributed 60 pole banners in high visibility areas, mainly along Martin Luther King, Jr. Blvd.

City's Financial Results from The Cookout Clash

Revenues	
Concessions Commission (35%)	\$139,797
City Share from Parking	47,342
Rent (\$5,250 Per Day)	10,500
Staffing Charges	8,254
Reimbursement for Dumpster Rentals	4,200
Total Revenues	\$210,093
Expenses	
Concrete Work to Expand Concourse	\$75,000
Temporary Staffing	53,000
City Expenses for Concession Operations	16,769
Supplies/Parts/Tools	14,549
Dumpster Rentals	3,875
In-house Staffing	1,680
Total Expenses	\$164,873
Net Income	\$45,220
Net Income Excluding Concrete Work	\$120,220

Current Scoreboard

- Acquired in 2008 and financed over ten years with the City, Winston-Salem Speedway, Inc., and Winston-Salem State University (WSSU) sharing the cost of debt service and annual maintenance equally.
- Consists of one 18' x 18' LED matrix screen and four 8'9" x 6'10" static panels, two on each side.
- In addition to event information such as racing order and football game scores and time, serves as a source of advertising revenue for the three parties.
- Over the past several years, the availability of replacement video panels has become scarce, with the



New Scoreboard Concepts



Concept Bowman Gray Stadium Video_143.pdf

Cost-Sharing Basis

	WSSLLC	WSSU	City	Total
Revenue-Generating Events	19	5	24*	48
% of Total Revenue-Generating Events	40%	10%	50%	100%

- All the events are considered revenue-generating opportunities for the City because the City receives rent and concession revenues.

Key Provisions of Scoreboard Agreements

Agreement with Winston-Salem Speedway, LLC

- WSSLLC would purchase the scoreboard according to specifications agreed upon by the City, WSSLLC, and WSSU.
- WSSLLC would lease the scoreboard to the City over a five-year period to enable the City to pay its share of the total cost. At the end of the lease, WSSLLC would sell the scoreboard to the City for a nominal amount.
- The City and WSSLLC would split the total cost of the acquisition (including removal of the current scoreboard, site preparation, and installation) based on the number of events held by all parties at the stadium, with the City covering 50%, WSSLLC covering 40%, and WSSU covering the remaining 10%.
- The City's 50% share would be limited to a not-to-exceed amount of \$500,000, based on an estimated total cost of \$1 million.
- WSSLLC, through NASCAR, would commit to holding NASCAR series events at Bowman Gray Stadium over a five-year period.

Key Provisions of Scoreboard Agreements

Agreement with Winston-Salem Speedway, LLC Continued

- WSSLLC would be responsible for the removal of the current scoreboard, acquisition, site preparation, and installation of the new scoreboard.
- The City and WSSLLC would share the annual operating and maintenance expenses based on the same percentage split for acquisition. The City would be responsible for operation and maintenance of the new scoreboard.
- WSSLLC would retain all revenues generated from selling advertising on the scoreboard for their events.
- The City would retain all revenues generated from selling advertising on the scoreboard for non-racing and non-football events.
- The City and WSSLLC would agree on reserving advertising space for the City's exclusive pouring rights sponsor (currently Pepsi).

Key Provisions of Scoreboard Agreements

Agreement with Winston-Salem State University

- The City and WSSU would split the total cost of the acquisition (including removal of the current scoreboard, site preparation, and installation) based on the number of events held by all parties at the stadium, with the City covering 50%, WSSLLC covering 40%, and WSSU covering the remaining 10%.
- The City's 50% share would be limited to a not-to-exceed amount of \$500,000, based on an estimated total cost of \$1 million.
- WSSU's 10% share would be limited to a not-to-exceed amount of \$100,000, based on an estimated total cost of \$1 million.
- WSSU would pay its share of the scoreboard over a five-year period to coincide with the City's lease with WSSLLC.
- The City and WSSU would share the annual operating and maintenance expenses based on the same percentage split for acquisition. The City would be responsible for operation and maintenance of the new scoreboard.

Key Provisions of Scoreboard Agreements

Agreement with Winston-Salem State University Continued

- WSSU would retain all revenues generated from selling advertising on the scoreboard for their events.
- The City would retain all revenues generated from selling advertising on the scoreboard for non-racing and non-football events.
- The City and WSSU would agree on reserving advertising space for the City's exclusive pouring rights sponsor (currently Pepsi).