



# DEER CREEK SPEEDWAY

FAMILY RUN FOR FAMILY FUN

## 2020



877-DCS-RACE 507-754-6107 [WWW.DEERCREEKSPEEDWAY.COM](http://WWW.DEERCREEKSPEEDWAY.COM)





## DURING ANY GIVEN EVENT DEER CREEK BECOMES THE SECOND LARGEST CITY IN MOWER COUNTY

**Who:** Deer Creek Speedway has been family owned and operated since 2001. We take pride in family values, proper business ethics, and providing good quality entertainment at an affordable price.

**What:** The facility consists of 60+ acres which is home to one of the most state of the art racing complexes in the country. The high banked 3/8 mile dirt-clay race track schedules an average of 30 events a year. With 24 VIP Suites, 44 VIP Decks, Deer Creek has held some of the biggest events in the country. A full service campground, also located within the facility, is fully equipped to handle any size rig and has made home to over 250 campers for one event alone.

**When:** The race season runs from April to October but the action doesn't end there. The off-season entails driver schools, banquets, car shows, trade shows, vacation shows, benefits, and more.

**Where:** Located only 15 miles South of Rochester, MN on U.S. Highway 63. This highly visible and extremely accessible location is a great place to market your product and services.

**Charity and Non-Profit:** Organizations raised over \$85,000 for their causes while at the Deer Creek Speedway facility in 2019.

2002 First year of operation under the Queensland Family.  
2002 The First VIP Suite & Deck Building was built.  
2003 The track surface and shape was redesigned.  
2004 Awarded the "WISSOTA Track of the Year"  
2005 The second VIP Suite & Deck Building was built.  
2008 Was the inaugural season for Button Buck Speedway  
2008 Awarded the Regional Promoter of the year by RPM  
2008 Button Buck was awarded Slingshot Track of the Year  
2009 Awarded WoO Late Model Promoter/Event of the Year  
2010 Awarded the Regional Promoter of the year by RPM  
2010 Awarded the National Promoter of the year by RPM  
2012 The PEPSI Fan Zone & Party Deck was constructed  
2014 Resurfaced the race track  
2015 Two Nationally Televised events on MAV TV  
2015 Installed a new PA system  
2016 Updated ticket program, computers, and scanners  
2017 Resurfaced the race track, updated track equipment  
2018 Whelen Safety Lights, Pit Building, Highway Sign





# CAMPGROUND

**Deer Creek  
Speedway**  
SPRING VALLEY, MN

**Deer Creek Campground** is a modern Campground with 49 seasonal sites and located on the same parcel of land as Deer Creek Speedway. Just a short walk from your camping site and you will be ready for a night of racing action at Deer Creek Speedway.

All seasonal sites contain water and minimum of 30 amp electrical service to all sites. 20 sites also have 50 amp service available. 13 full hookup sites include sewer hookups.

2 fully remodeled full service bathrooms with showers are available 24 hours per day.  
5 acres of primitive camping is available on the grounds for a small nightly fee.

A limited amount of fire rings are available for overnight camping. Wood is available for purchase at the campground office along with Ice in 5lb and 20lb packages.

From the small two-man pup tents to the largest 50' Motorhomes Deer Creek Campground is ready to accommodate all requests. Book your racing and camping vacation now. For those staying at the campground a dump station is available for use as you leave the facility for a small fee.

**Campground Office**  
**25262 Hwy 63**  
**Spring Valley, MN 55975**  
**507-346-2342**

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## MODIFIEDS and B MODS



- 1 Brandon Davis
- 2 Dustin Sorensen
- 3 Jason Cummins
- 4 Josh Angst
- 5 Joel Alberts
- 6 Brad Waits
- 7 Joe Ludemann
- 8 JT Wasmund
- 9 Jacob Bleess
- 10 Joe Horgdal
- 11 Dustin Kruse
- 12 Darwyn Karau
- 13 Jacob Stark
- 14 Cory Crapser
- 15 Alan Wagner
- 16 Greg Jensen
- 17 Jake Timm
- 18 Tammy Soma Clark
- 19 Chris Loberg
- 20 Derek Clement

- Hayfield MN
- Rochester MN
- New Richland MN
- Winona MN
- Mantorville MN
- Rochester MN
- Grand Meadow MN
- Pine Island MN
- Chatfield MN
- Kasson MN
- Brandon SD
- Kasson MN
- Austin MN
- Chippewa Falls WI
- Orchard IA
- Albert Lea MN
- Winona MN
- Rochester MN
- Elma IA
- Spring Valley MN

- 1 Jim Chisholm
- 2 Ryan Maitland
- 3 Kadden Kath
- 4 Brandon Hare
- 5 Aaron Hoff
- 6 Nick Wagner
- 7 Joe Chisholm
- 8 Alex Schubbe
- 9 Jayden Larson
- 10 Brandon Maitland
- 11 Noah Grinstead
- 12 Phillip Dunbar
- 13 Channing Warner
- 14 Xander Treichel
- 15 Eric Thill
- 16 Brody Shaw
- 17 Hunter Kennedy
- 18 Kenny Boge
- 19 Karlie Wagner
- 20 Shaun Walski

- Osage IA
- Waterloo IA
- Owatonna MN
- Elma IA
- Mantorville MN
- Osage IA
- Osage IA
- North Mankato MN
- Mankato MN
- Waterloo IA
- Austin MN
- Rushford MN
- Owatonna MN
- Greene IA
- Rochester MN
- Brownsdale MN
- St. Ansgar IA
- Orchard IA
- Osage IA
- Rollingstone MN

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**Crenlo**

**DIRT**  
DOCTOR TRUCKING  
ROCHESTER, MN



## SUPER STOCKS, MIDWEST MODS, STREET STOCKS



1 Jeff Brauer	Eyota MN	1 Mitch Weiss	Osceola WI	1 Dustin Doughty	Oakdale MN
2 Neil Eckhart	Rochester MN	2 Nick Koehler	Bloomer WI	2 Braden Brauer	Eyota MN
3 Brandon Duellman	Winona MN	3 Ryan Goergen	Stacyville IA	3 Kory Adams	Stacyville IA
4 Schatney Sanders	Lake City MN	4 Peter Leuschner	Comstock WI	4 Ken Adams	Stacyville IA
5 Kevin Hager	Kellogg MN	5 Jason Haugerud	Somerset WI	5 Cody Hyatt	Waseca MN
6 Dennis Dunbar	Winona MN	6 Spencer Stock	Eyota MN	6 Fred Prudoehl	Winona MN
7 Ryan Wiome	Center City MN	7 Michael Wytaske	Hartland MN	7 Brent Holland	Glenville MN
8 Harland Morehart	Rochester MN	8 Don Schaefer	Eyota MN	8 Ryan Jacobsen	LeRoy MN
9 Dave Solum	Dakota MN	9 Dylan Goettl	Chippewa Falls WI	9 Nick Schwebach	Fountain MN
10 Casey Underdahl	Woodbury MN	10 Isaac Clark	Rochester MN	10 Kyle Sivesind	Stewartville MN
11 David Miller	Chatfield MN	11 Casey Trom	Austin MN	11 Jason Newkirk	Austin MN
12 Phil Kendrick	Winona MN	12 Tianna Mithun	New Richland MN	12 Zach Elward	Hayfield MN
13 Brian Fetting	Fountain City WI	13 Kylie Kath	Claremont MN	13 Jacob Bennett	Austin MN
14 Bruce Lutz	Minnesota City MN	14 Liz Toepper	Hugo MN	14 Greg Lammers	Owatonna MN
15 Jay Oricchio	Ellsworth WI	15 Jacob Toepper	Hugo MN	15 George Schrupf	Rochester MN
16 Bobby Gullickson	Kasson MN	16 Scott Simmons	Lakeville MN	16 Danny Richards	Mondovi WI
17 Dan Nissalke	Winona MN	17 Ryan Wetzstein	West Concord MN	17 Troy Voth	Mazeppa MN
18 Dylan Kromschroeder	Cambridge MN	18 Christopher Deno	Kasson MN	18 AJ Zvorak	Blooming Prairie MN
19 Cole Searing	Huron SD	19 Dan Wheeler	Savage MN	19 Parker Anderson	Phillips WI
20 Dexton Koch	Becker MN	20 Lucas Grosinger	Chaska MN	20 Justin Vogel	Brooten MN

**Adams**  
GRAPHIX  
641-220-5040



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**WISSOTA**

**Deer Creek**  
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SPRING VALLEY, MN



# KING OF THE CREEK

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## KING OF THE CREEK



*FIVE CLASSES*  
**ONE CHAMPION**

MODIFIED  
SUPER STOCK  
B-MOD  
MIDWEST MOD  
STREET STOCK

\$8000 BASED ON 50 CARS PURSE  
\$1000 TO WIN

POINTS START JUNE 6<sup>TH</sup>  
PLAYOFFS BEGIN AUGUST 1<sup>ST</sup>

POINTS WILL ONLY BE AWARDED ON RACE NIGHTS  
WHEN ALL 5 CLASSES ARE RACING





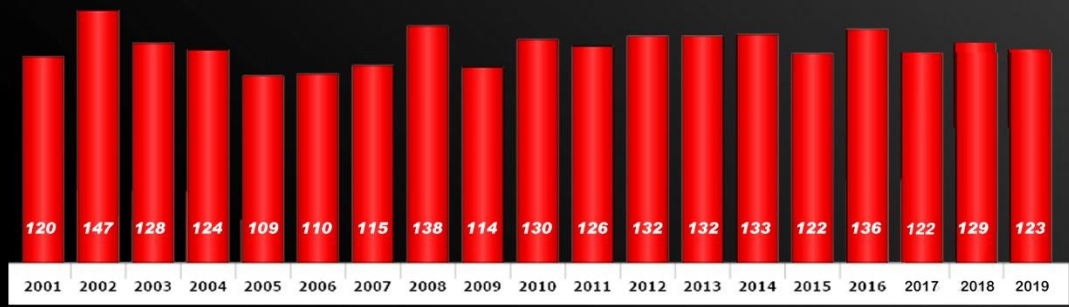
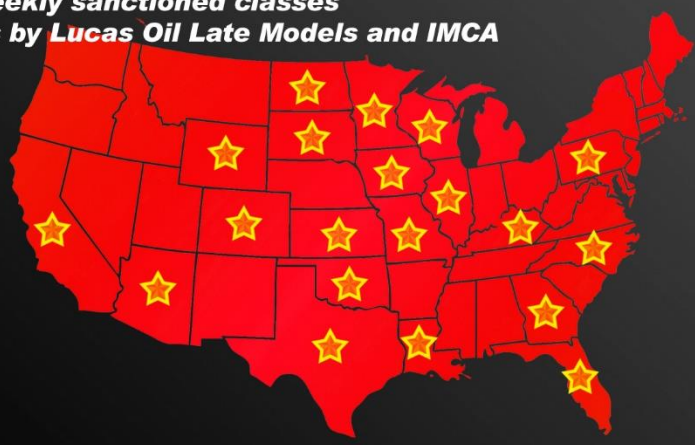


**THERE WERE 641 DIFFERENT DRIVERS THAT RACED AT THE SPEEDWAY FROM 20 US STATES AND CANADA IN 2019.**

- 13 drivers captured their first feature wins in 2019!*
- There have been 466 different feature winners at Deer Creek since it opened in 1996*
- 42 different feature winners in 2019*
- There have been 68 different track champions since 1996*

**OVER \$516,000 PAID OUT TO DRIVERS IN 2019**

- 2002 first season of promotion under the Queensland's*
- 2002-2005 consisted of six weekly sanctioned classes*
- 2006 first season without the Dwarf Car Division*
- 2006-2007 consisted of five weekly sanctioned classes*
- 2008 first season with the Slingshot Division*
- 2008-2013 consisted of 6 weekly sanctioned classes*
- 2010 first season with USRA B-Mods*
- 2014 consisted of 5 weekly sanctioned classes*
- 2018 first appearances by Lucas Oil Late Models and IMCA*



**WEEKLY CAR COUNT AVERAGE**

**COMPETITORS**



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**Lucas Oil:** The Lucas Oil Late Model Series will headline the 2nd Annual North Star Nationals on May 16th. The inaugural event hosted over 3,000 race fans and has quickly become a premier event at the facility. The event will feature the late models running 50 laps with a \$12,000 payday for the feature winner. The series runs 65 events at 37 different tracks across 22 states.

The Lucas Oil Late Model Series will headline the 41st Annual Gopher 50 Charity Late Model Race on July 9th that is co-promoted between Deer Creek Speedway and the Blooming Prairie Lions. In 2019 the event had over 3,000 in attendance which makes the event one of the largest single day events at the speedway.

**IMCA Harris Clash:** 2019 featured the 28th Annual IMCA Harris Clash. This was the second opportunity for IMCA competitors to turn laps at the prestigious track. In 2020, the Harris Clash once again returns to Deer Creek Speedway for another exciting year as the 29th Annual Harris Clash will be held on Tuesday, August 4th, 2020!

**USMTS:** The United States Modified Touring Series will be making five appearances at Deer Creek Speedway in 2020. The first stop will come on May 23rd for the Memorial Weekend Spring Challenge and they will return for a second time on September 5th for the Labor Day Duel. Their final three stops will come September 24-26 for the 22nd Annual Fall Jamboree which in 2019 had over 6,500 in attendance, 350 campers and paid out over \$155,000 to the competitors.







**Bus Races and Mascot Night, June 13** In 2019 area schools brought their mascots out to Deer Creek Speedway for a fundraising event. they were allowed to pre-sell event tickets for \$13 and received \$6.50 for every ticket sold. There is also many other activities and fundraising throughout the night.

**Pink Out, June 20** Pink Out Night is a fundraiser for a local breast cancer support group Join the Journey. In 2019 the event raised over \$10,500.

**Fireworks, July 4** Deer Creek Speedway hosts one of the area's largest firework displays following the races making it a great family outing.

**Tasseldega Nights, July 18** FREE grandstand admission compliments of your local County Corn Growers Association and local Ag Businesses promoting the use and benefits of Ethanol, brings in the largest crowd annually at Deer Creek. This event is a great hit every year with many activities throughout the day.

**Driver Recognition, July 25** Remembering all the great drivers of the past and present by having a pre-race tailgate party and interviewing many drivers and recognizing them throughout the night.

**Veteran's Night, August 15** Veteran's Night is a fundraiser for the local Disabled American Veterans Chapter. In 2019 the event raised over \$22,000.



**LOCAL EVENTS**

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## KIDS 12 AND UNDER ARE FREE TO ALL REGULAR EVENTS

*With over 300 kids, the Kids Club Events include Face painting, EMS/Fire Safety, National Eagle Center, Magicians, Mascot Night, School Bus Races, Pit Crew Challenge, Driver Meet & Greets, and much more.*







*"I pay attention to the companies who sponsor racing and notice new sponsors, changes in sponsors, teams who are not sponsored."*

Strongly Agree	35.81%
Agree	50.66%
Neither Agree Nor Disagree	11.79%
Disagree	0.44%

*"I support companies who sponsor race teams and try and choose their products or services whenever possible."*

Strongly Agree	37.55%
Agree	43.23%
Neither Agree Nor Disagree	16.16%
Disagree	2.18%

<b>Occupation Category</b>	
Blue Collar / Labor	28.82%
Business Owner	8.73%
Computer Related	10.48%
Management	10.04%
Mech./Elect./Vocational	13.97%
Professional (Med / Law)	7.86%
Retail Service	1.75%
Sales	10.48%

*I would consider buying products at the track offered by companies who are sponsors.*

Strongly Agree	27.51%
Agree	50.66%
Neither Agree Nor Disagree	18.78%
Disagree	0.87%
Strongly Disagree	0.87%

*"I often find out about local businesses because of sponsorship or sponsorship promotions at the track."*

Strongly Agree	28.38%
Agree	46.29%
Neither Agree Nor Disagree	21.40%
Disagree	1.75%
Strongly Disagree	0.87%

<b>Average Age</b>	
Under 18	14.41%
19-25	28.82%
26-35	28.38%
36-45	19.21%
46 & Over	9.17%

<b>Fan Category</b>	
Moderate Race Fan	12.23%
Hard Core Race Fan	49.34%
Serious Race Fan	38.43%

**Education**

Non High School Grad	9.61%
High School Grad	21.83%
Some Vocational	17.90%
Some College	23.14%
College Grad	26.20%

**Events Attended Per Year**

Less Than 5	2.18%
5-10 Events	7.86%
10-20 Events	11.35%
Almost Every Week	78.60%

**Average Income**

Less Than \$15,000	16.59%
\$15,000-25,000	16.16%
\$25,000-35,000	19.65%
\$35,000-45,000	15.72%
\$45,000 Or Above	27.07%

**Gender**

Female	20.96%
Male	78.17%





**WHETHER IT'S A COMPANY OUTING, AN EDUCATIONAL SEMINAR, A FAMILY REUNION, OR THAT SPECIAL SOMEONE'S SURPRISE BIRTHDAY PARTY, LET US MAKE IT AN EVENT TO REMEMBER!**

**Suites and Decks:** Deer Creek offers two decks (Party Deck & Fan Zone) and two suites weekly to marketing partners. As an event partner your guests will be taken care of by one of our friendly staff members complete with waiter/waitress services. The two suites offer closed circuit TV, digital lineups, satellite/dish TV, heat & a/c. You'll also enjoy additional menu options, facility tours and someone may even end up in the flag stand!

**Hospitality Tents:** Two hospitality tents are available to host your groups or showcase your products. The tents are 20'x50' and 40'x80' and can be setup in multiple locations to suit your needs. Picnic tables and PA systems are available upon request.

**Catering:** Multiple catering options are available that can be customized to fit your needs. Wide variety of meals from thick cut Windsor pork chops to burgers and brats are available. You want it just ask and we can serve it. Discounted ticket packages are available for large groups.

**Transportation:** Group transportation is available whether it is on a golf cart, tram or Kids Club bus, Deer Creek can suit your needs. Popular rides include but not limited to pit tours, infield viewing and shuttling to and from hospitality tents.



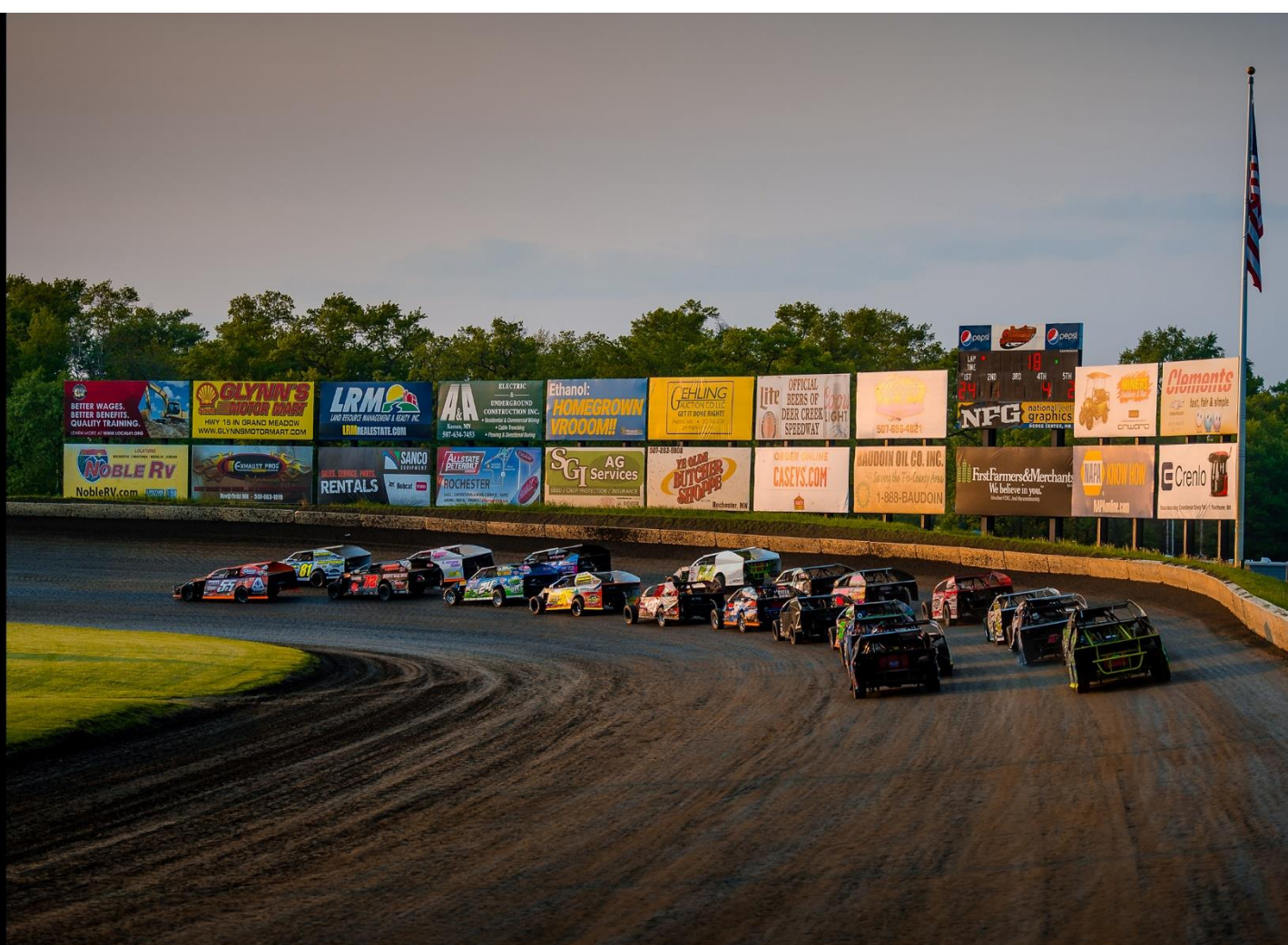


# HOSPITALITY

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**Marketing your business or product at Deer Creek Speedway can be customized to fit your needs.**

**We offer a wide variety of sponsorship packages to fit your marketing objective and most of all, your budget. (Packages starting as low as \$300)**

**By using one of our marketing programs your business will be able to meet and greet your customers directly and with a personal touch and don't forget about your future customers, the kids!**

**Billboards, Track Boards, Fence Signs, Pole Banners, Website Ads, Class Sponsors, Sticker Programs, Event Sponsors, Company Outings, Program Ads and Customized Packages.**



**28,885 Followers of our Facebook Page**

**67% are Male (9% are ages 18-24, 20% are ages 25-34 and 17% are 35-44)  
32% are Female (4% are ages 18-24, 9% are 25-36 and 8% are 35-44)**



**Videos on Facebook had 100,000 views and reached 250,000 people**

**85% of viewers are Male and 15% are Female  
64% are between the ages of 25 and 54**



**5,352 Followers on Twitter**





## **4x8 Trackboard**

*infield, Concession, Hospitality*

## **4x8 Mesh Banner**

*Pit entrance*

## **8x20 Billboard**

*Turn three*

## **10x12 Mesh Billboard**

*Fan Zone*

## **3x6 Sign**

*Catch fence, Track entrance*

## **2x4 Pole Banner**

*Pit area, Parking lot, Campground*

## **Website**

*Rotating ads, Social media*

## **Kids Club**

*Kids activities*

## **Weekly Program**

*1/2 page, 1/4 page, 1/8 page ads*

## **Event Sponsor**

*Title, Associate, Party Deck, Fan Zone*

## **Class Sponsor**

*5 weekly divisions and Slingshots*

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# FACILITY

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Speedway*  
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# 2020 EVENT SCHEDULE

## APRIL

4 Car Show  
18 Open Practice  
25 Points Race

## MAY

2 Points Race  
9 Points Race  
16 Lucas Oil Late Models  
23 USMTS So. Mn. Spring Challenge  
30 Points Race

## JUNE

6 Points Race  
13 Mascot Night, School Bus Races  
20 Pink Out Night  
27 Point Race

## JULY

4 Fireworks, Mid-Season Points  
9 Lucas Oil Late Models Gopher 50  
11 Points Race  
18 Tasseldegga Nights  
25 Driver Recognition

## AUGUST

1 Points Race  
4 IMCA Harris Clash  
8 WISSOTA ROC  
15 Veteran's Night  
22 Points Race  
29 Season Championship

## SEPTEMBER

5 USMTS Labor Day Duel  
19 Stock Car Nationals  
23-26 USMTS Fall Jamboree



**SCHEDULE**

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# CREATING TRADITIONS



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**877-DCS-RACE  
507-754-6107**

**[RANDY@DEERCREEKSPEEDWAY.COM](mailto:RANDY@DEERCREEKSPEEDWAY.COM)  
[RYAN@DEERCREEKSPEEDWAY.COM](mailto:RYAN@DEERCREEKSPEEDWAY.COM)  
[COLE@DEERCREEKSPEEDWAY.COM](mailto:COLE@DEERCREEKSPEEDWAY.COM)**

**SPEEDWAY OFFICE INFORMATION  
MAILING ADDRESS  
BOX 591 GRAND MEADOW, MN 55936**

**OFFICE ADDRESS  
105 SOUTH MAIN STREET  
GRAND MEADOW, MN 55936**

**CAMPGROUND OFFICE & TRACK INFO  
25262 HWY 63  
SPRING VALLEY, MN 55975  
507-346-2342**

