

SONOMA RACEWAY
EVENTS + EXPERIENCES





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OVERVIEW

MOTORSPORTS & *BEYOND*

With wine country roots dating back to the golden age of professional sportscar racing, Sonoma Raceway has only appreciated over time. We've expanded grounds, updated facilities, and added every amenity needed to build racing and event spaces worthy of year-round attention.



THE HISTORY *OF SONOMA RACEWAY*

Sonoma Raceway is more than just a world-class motorsports facility. It represents over 55 years of Northern California racing history.

Since 1968, when the first cars hit the track at what was then known as Sears Point, driving enthusiasts from around the world have flocked to Sonoma to test their acumen on a road course built to flow as one with the scenic natural landscape that surrounds it.

While the track has always been special to both drivers and fans from around the world, multiple ownership changes and land development issues throughout the raceway's early history prevented this unique course from realizing its full potential.

Since 1996, current track owner Speedway Motorsports has invested millions developing the legendary Sonoma Raceway grounds into an iconic, fully modernized event space that combines competitive intensity and wine country luxury.



SONOMA LOCALE FEATURES

Located just 35 miles north of San Francisco, the raceway grounds rest on 1,600 acres of rustic beauty in wine country. From here, guests can take in majestic Sonoma Mountain views or escape to the scenic California coastline in minutes.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average High Temp (F°)	56°	61°	65°	69°	75°	81°	83°	83°	82°	76°	65°	56°
Average Low Temp (F°)	39°	41°	43°	45°	48°	52°	54°	54°	52°	48°	43°	39°
Days with Precipitation per Month	10.4	8.9	13.4	7.8	5.1	1.5	1.3	0.8	2.4	4.6	6.5	10.6
Average Hours of Sunshine per Day	9.9	10.8	12	13.3	14.3	14.8	14.5	13.6	12.4	11.1	10.1	9.5



Sunrise
7:18 AM



Sunset
6:32 PM



CURRENT *GROUNDS*

1,600
ACRES

1,600+
SOLAR PANELS

1,000
SHEEP

20
OWL BOXES

300+
BEE HIVES



Today, Sonoma Raceway is a fully modernized, expansive event space that functions with the natural beauty of the area. In addition, the property features an estate vineyard, flocks of “Woolly Weeders”, the Raceway Honey bee apiary, and 20 nesting owl boxes.

Sonoma Raceway has recently partnered with Sonoma Land Trust in a conservation effort to protect the raceway-adjacent Lakeville Creek natural area. The Lakeville Creek Restoration Project will work to fix erosion and benefit local wildlife by planting new trees and foliage, constructing a wet crossing, and installing protective fencing.

FACILITY MAP & KEY

- 1 – KARTING CENTER
- 2 – ADMIN BUILDING
- 3 – ESTATE VINEYARD
- 4 – TURN 11
- 5 – FUEL PUMPS
- 6 – PADDOCK LOUNGE
- 7 – COMPETITOR GARAGES
- 8 – PADDOCKS
- 9 – JOHN CARDINALE MEDIA CENTER
- 10 – MAIN GRANDSTAND & LUXURY SUITES
- 11 – PIT LANE
- 12 – TURN 1 COMPLEX
- 13 – THE FORUM
- 14 – ORGANIC GARDEN
- 15 – TURN 2 HUMBOLDT OBSV. DECK
- 16 – RV TERRACES
- 17 – CHALET VILLAGES
- 18 – COUGAR MOUNTAIN
- 19 – CATTLE FARM
- 20 – BEE FARM
- 21 – WOOLY WEEDERS' PASTURE
- 22 – OFFROAD TERRAIN
- 23 – GOLF GREEN
- 24 – TURN 7 PROVING GROUNDS
- 25 – TURN 8 HUMBOLDT OBSV. DECK
- 26 – DRAG STRIP
- 27 – TOWER SUITES
- 28 – "GILLIGAN'S ISLAND"



FACT SHEET

VENUE	SQ FT	CAPACITY	CONFIGURATIONS	CEILING HEIGHT	AV FEATURES	LIGHTING	POWER	WIFI	INDOOR	OUTDOOR
TURN 1 CLUB	1,780	50	VARIOUS			✓	✓	✓	✓	
TECH GARAGE	7,300	250	VARIOUS	20 FT		✓	✓	✓	✓	
THE FORUM	7,000	110	2 SECTIONS		✓	✓	✓	✓	✓	✓
TURN 11	19,000	1,500	3 SECTIONS	16 FT	✓	✓	✓	✓	✓	✓
BUSINESS CENTER	1,800	120	2 SECTIONS		✓	✓	✓	✓	✓	
MEDIA CENTER	1,800	110	3 SECTIONS		✓	✓	✓	✓	✓	
TOWER SUITES	200/240	24/30	2 LAYOUTS		✓	✓	✓	✓	✓	
GRANDSTAND SUITES	325/600	28/64	2 LAYOUTS		✓	✓	✓	✓	✓	✓
TRACKSIDE CHALETs	VARIOUS	50 - 600	VARIOUS							✓
DRIVERS LOUNGE	1,350	120	VARIOUS		✓	✓	✓	✓	✓	
COMPETITOR GARAGES	16,600		VARIOUS	11 FT		✓	✓	✓	✓	
ADMIN CONFERENCE ROOM	720	40			✓	✓	✓	✓	✓	✓
RACEWAY CAFE	1,332	96			✓	✓	✓	✓	✓	✓

GROUNDS & VENUES



TURN 1 *COMPLEX*

This 18,000 sq ft, state-of-the-art complex is home base for racing preparations and trackside hospitality. Each of its three distinct areas are wired for premium audio/visual capabilities and fully secured.



THE FORUM

TECH GARAGE

THE CLUB



THE *CLUB*

Comfort and versatility come together in this intimate entertainment space headlined by a bird's eye view of Turn 1.

50
GUEST CAPACITY

1,780
SQ FT

TECH GARAGE

Easily transformed from showroom to elegant gathering space, this working garage sports two 25-person classrooms with audio-visual capabilities.

250
GUEST CAPACITY

7,300
SQ FT



THE *FORUM*

Equipped to handle events ranging from product launches to cocktail receptions, this space features modern design elements and an open concept floor plan.

110
GUEST CAPACITY

7,000
SQ FT





TURN 11

RACING *REFINED*

Perched on Sonoma Raceway's iconic hairpin turn, the newly created Turn 11 event space offers an exclusive experience with high-performance hospitality and front-row course views.



OPULENCE *MEETS OCTANE*

At 19,000 sq ft, this multi-function, luxury hospitality venue has three versatile entertainment spaces. Hosts can utilize the seven hydraulic garage doors for a mix of indoor/outdoor atmosphere. Modern design elements and a flexible floor plan make Turn 11 an ideal destination for private parties, corporate off-sites, product showcases or any upscale event with up to 1,500 guests.

TURN 11 SPACES

LOBBY
& CONFERENCE ROOMS

THE
SONOMA ROOM

THE
CAROUSEL ROOM

THE APEX ROOM
& LOUNGE

THE
TERRACE

LOBBY & CONFERENCE ROOMS

Guests have plenty of room to mingle in this elegantly designed open concept space, featuring two attached, fully-furnished conference rooms perfect for private meetings.

1,454 SQ FT
GRAND LOBBY

360 SQ FT
PRIVATE CONFERENCE ROOMS
2 AVAILABLE



THE SONOMA ROOM

A lofty entertainment space featuring double height glass walls and redwood accents with exhilarating course views.

430 STANDING GUEST CAPACITY

200 SEATED GUEST CAPACITY

3 HYDRAULIC GARAGE DOORS

3,008 SQ FT



THE CAROUSEL ROOM

Lofted ceilings and racing-influenced design elements come together in a space perfect for private parties and corporate events.

460 STANDING
GUEST CAPACITY

3,209
SQ FT

215 SEATED
GUEST CAPACITY

2 HYDRAULIC
GARAGE DOORS



THE APEX ROOM & LOUNGE

Rent out this chic yet relaxing entertainment space with panoramic track views, and you'll also get access to an attached parlor made for quiet, comfortable conversations.

480 STANDING
GUEST CAPACITY

200 SEATED
GUEST CAPACITY

3,371
SQ FT

2 HYDRAULIC
GARAGE DOORS

THE TERRACE

An expansive outdoor entertainment area sporting luxurious lounge spaces, fire pits, and matching pergolas with shaded seating.

2
PERGOLAS

3
FIRE PITS

10,000
SQ FT OF TURF

BUSINESS & MEDIA CENTERS



Positioned alongside pit lane, this functional space is outfitted to accommodate pre-event participant meetings and trackday catering.

120
GUEST CAPACITY

1,800
SQ FT



State-of-the-art media facilities, purpose built for race day. Each seat has power connections, high-speed internet, with views of the track and closed-circuit TVs.

110
GUEST CAPACITY

1,800
SQ FT



PADDOCK *LOUNGE*

This convenient meeting space can be configured for a variety of needs, ranging from coaching sessions and a breakroom to corporate gatherings and video shoots.

120
GUEST CAPACITY

1,350
SQ FT



Grandstand Suites

10 total 64 person suites
6 total 28 person suites

Tower Suites

6 total 24 person suites
5 total 30 person suites

PRIVATE SUITES

Whether you're celebrating the release of a new product or looking for a unique team building getaway, our selection of private suites offers a range of exhilarating environments for your next race day experience. Create a culinary feast with the help of our exclusive catering partner, Levy Restaurants.

TRACKSIDE *CHALETS*

Northern California elegance meets the pulse-pounding action of NASCAR in our private trackside chalets. Choose from three unique styles, each capable of accommodating up to 600 guests.



SONOMA *CAMPING*

Make your home away from home in our campgrounds. Watch the action on track, then take in views of rolling hills from your serene campsite.

2,100 CAMPING SPOTS





COMPETITOR *GARAGES*

You can't get any closer to the action than staging your event in our authentic NASCAR Cup garages. Here, guests can enjoy eye-level road course views while immersing themselves in a truly genuine trackside atmosphere.

2 GARAGES

20 BAYS

40 STALLS

12' X 35' BAY DIMENSIONS



ROAD COURSE

Sonoma is home to California's most iconic road course. Here, drivers from around the world are tested on a track equally famous for its views as its challenging turns and elevation changes.

2.5-MILE
ROAD COURSE

12
TURNS

160^{FT}
ELEVATION CHANGE

DRAG STRIP

Feel the thrill of 22,000 horsepower as drag racing legends thunder down the fastest quarter mile in California.



1/4 MILE
TRACK LENGTH

14 FEET
ABOVE SEA LEVEL

KARTING *CENTER*

The vehicles might be smaller, but the action is never in short supply on Sonoma Raceway's karting track. Learn the basics in our instructional classroom, then see if you can conquer the longest kart track in wine country.

0.7 MILE
TRACK LENGTH

11
TURNS

10+
CONFIGURATIONS





OFF-ROAD *ADVENTURES*

You don't have to stay on the asphalt. Guests at Sonoma Raceway can take advantage of acres of non-paved tracks and trails ideal for 4x4 exhibitions, ATV/UTV riding, and other off-the-beaten-path experiences.



PADDOCK & PAVED SPACES

With 275,000 sq. feet of paved paddock space including a helipad landing area for helicopters and powered lift aircraft, our grounds have plenty of flat, open asphalt perfect for driver training and autonomous vehicle testing.

120
GUEST CAPACITY

1,800
SQ FT



SECTION 2

EVENTS & EXPERIENCES

 SONOMA RACEWAY

SANCTIONED *EVENTS*

From thundering drag racers to intense stock car action to the epiphany of luxury race cars, Sonoma Raceway annually plays host to a wide variety of premium motorsports events, positioning it as a pinnacle in California racing facilities.



GT WORLD CHALLENGE, *SVRA*, *FERRARI CHALLENGE*, *VELOCITY INVITATIONAL*

Watch elite high-performance supercars battle for supremacy, or take a trip back through racing's golden era at a vintage sportscar competition.



GT WORLD CHALLENGE



SVRA



FERRARI CHALLENGE



VELOCITY INVITATIONAL

NASCAR & NHRA

For decades, Sonoma has been a gem of the west coast for both NASCAR and the National Hot Rod Association. Every year, countless fans pack the raceway stands to witness the biggest stars on asphalt compete at the highest level.



CORPORATE & PRIVATE EVENTS

From hot air balloon tours to high-octane stock car action, Sonoma Raceway plays host to a wide variety of world-class events 340 days a year.



Sonoma Raceway Corporate



AMAZING AIR SHOW

TOUGH MUDDER

Test your resolve in a competition that blends functional fitness and perseverance. With courses ranging in length from 5 to 15 kilometers this is a fun and engaging experience for guests of all ages.



K-9 TRAINING

Each year, we proudly welcome the Sonoma County Sheriff's Department to the raceway grounds as they utilize our variable natural environment for K-9 training.



TRACK RENTALS & DRIVING EXPERIENCES

Don't settle for spectating, here anyone can take the wheel. With a variety of experiences for drivers of every ability, guests have the option to rent each of our three iconic tracks.



KARTING *EXPERIENCE*

Led by a team of professional instructors, guests complete a course in the fundamentals of racing before letting loose on the longest kart track in California.

AUTOCROSS *CHALLENGE*

In a competition of intense concentration and precision handling, guests test their handling skills competing for time or against each other on dueling courses.



HOT LAPS

With a professional driver behind the wheel of one of our super sports cars, guests who want to elevate their heart rates along with their experience can enjoy the road course as it was intended. At 100 mph.



HOT LAPS



DRIFTING
EXPERIENCE

DRIFTING EXPERIENCE

On a specially designed course, guests of any skill level can take on the pulse-pounding thrills of drifting, in a safe and controlled environment.

SUMMARY

World-famous Sonoma Raceway is more than just a road course. From product showcases and corporate team building retreats to private fundraisers, sanctioned races, and media launches, our grounds regularly host 750+ annual events. We offer a variety of flexible, multi-purpose venue spaces with high-end amenities and unique features.



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