



Convenience Store Decisions

[Search](#) the CSD website

[Search](#) all c-store sites



Weekly Rack Prices
(03/02/2009)

[View Prices](#)

BUY SMARTER.
SELL SMARTER.



[HOME](#)

[CATEGORIES](#)

[Beverages & Cold Vault](#)

[Candy, Gum and Mints](#)

[Dairy, Ice Cream and Frozen](#)

[Finance & Site Selection](#)

[Foodservice](#)

[Fuel Operations/Car Wash](#)

[General Merchandise](#)

[Human Resources](#)

[New Profit Centers](#)

[Operations and Marketing](#)

[Snacks](#)

[Technology](#)

[Tobacco](#)

[ARTICLES](#)

[Features](#)

[News & Analysis](#)

[Chain Profiles](#)

[RESEARCH](#)

[Whitepapers](#)

[EVENTS](#)

[CSD Roundtable Webcasts](#)

[Archived Webcasts](#)

[Industry Events](#)

[COMMUNITY](#)

March 2009

Off To The Races

By CSD Staff

Fas Mart Convenience Stores becomes new Bristol Motor Speedway partner.

Bristol Motor Speedway officials today announced an agreement with Fas Mart Convenience Stores naming the company as a new partner during major event weekends.

NASCAR fans in town for races and the NHRA Thunder Valley Nationals will be able to find Fas Mart convenience items without having to leave the BMS campgrounds.

"Fas Mart is proud to continue our tradition of motorsports and raceway sponsorship support with the announcement of our newest partnership as Official Partner of Bristol Motor Speedway," said Fas Mart President and CEO Dave McComas. "This creates exciting opportunities for Fas Mart's valued customers and race fans with Ultimate Race Fan NASCAR ticket giveaways, discount event tickets and an on-site convenience store during major race events".

Additionally, Fas Mart has become the title sponsor of Bristol's extremely popular Street Fights series, as well as Thunder Valley Mayhem.

Fas Mart Street Fights events provide the opportunity for anyone to challenge the famous Thunder Valley quarter-mile. From family mini-vans to tricked-out tuners, cars of all types can be found testing the strip at Street Fights.

The excitement of being part of Bristol is what attracted Fas Mart to the programs in Thunder Valley.

"Our partnership with Bristol is just one more way Fas Mart is making 'Faster Made Better' really come to life," McComas said. "This new three year agreement includes sponsorship of an action-packed annual schedule of events, including 18 nights of street-legal drag racing with this year's Fas Mart Street Fights, opening March 28, and Fas Mart Thunder Valley Mayhem, featuring jet dragsters, freestyle motocross, the metal-eating Megasaurus and more on May 30."

Jeff Byrd, Bristol Motor Speedway President and General Manager, sees the sponsorship as another sign of Street Fights' popularity.

Convenience Store
Decisions
WEBCAST

Finding Top Talent

How to Hire and Retain Star Employees in Today's Turbulent Times

March 17
2pm EST

Click here to Register

CSD Community

Blogs

Chains & Associations

NCSAG Scholarship Program

BUYER'S GUIDE

Directory

New Products

SUBSCRIBE



Print Magazine

Current Issue

Newsletter

RSS Feeds

ABOUT US

Contact Us

Media Kit

"We are proud of the Fas Mart Street Fights program and we are pleased that a company like Fas Mart recognizes the significance of it as well," said Byrd. "This program helps keep racing in a more secure, organized environment and off the streets. With our experienced Bristol Dragway staff, anyone who comes here to race will be given any guidance and instruction necessary to enjoy their time in Thunder Valley."

"We have worked with Fas Mart in the past and have a wonderful partnership with them," he continued. "We look forward to strengthening our relationship with Fas Mart and we encourage our fans and racers to stop by to fill up on the way to the track."

Spectator admission to Fas Mart Street Fights is \$5, while those with a need for speed can make passes for only \$10.

Fas Mart and Shore Stop are members of the GPM family of convenience stores. There are more than 210 stores in Tennessee and Virginia.

Sponsored by



\$0 with our
Pay Card.

nFinanSe™
1.800.717.5660



[Privacy](#) :: [Terms of Use](#)

Copyright © 2009 Harbor Communications :: All rights reserved
1991 Crocker Rd. :: Suite 200 :: Westlake, OH 44145 (440) 250-1583 :: Fax (440) 250-1890