



MEDIA GUIDE

Sonoma Raceway, 2026

SONOMA CONTACTS

EXECUTIVE MANAGEMENT

NAME	ROLE	EMAIL
Brian Flynn	Executive VP & GM	BFlynn@sonomaraceway.com

SONOMA COMMUNICATIONS

Kevin Kern	Director, Marketing & Communications	KKern@sonomaraceway.com
Jose Guerrero	Press Officer	JGuerrero@LVMS.com
Shannon Stephens	Press Officer	SStephens@nhms.com
Jeff Speer	Director, Photography	JSpeer@LVMS.com

NASCAR COMMUNICATIONS

Ray Smith	Race Control	RSmith@nascar.com
Rhianne Mitchell	Media Center / IFCC	RMitchell@nascar.com
Josh Pena	IFCC / Garage	JPena@nascar.com

TRACK INFORMATION

Circuit: Sonoma Raceway

Address: 29355 Arnold Drive, Sonoma CA 95476

Main Phone: (800) 870-RACE [7223]

Website: www.sonomaraceway.com

CREDENTIALS LOCATIONS & HOURS

All **credentials** and **parking passes** must be applied for prior to the deadline of **Friday, June 12** and **picked up** before entering the Media Center.

NASCAR

DAY	TIME
Friday	7 a.m. – 3 p.m.
Saturday	8:30 a.m. – 2:30 p.m.
Sunday	8 a.m. – 12:30 p.m.

SONOMA RACEWAY

DAY	TIME
Friday	7 a.m. – 4 p.m.
Saturday	8 a.m. – 3:30 p.m.
Sunday	7 a.m. – 1:30 p.m.

FACILITY MAP & PARKING



- **Lot 1 Parking:** Paved lot found at the Karting Center, just above the administration building.
- **Lot 2 Parking:** Dirt/gravel lot found adjacent to the administration building.
- **Media Lot:** Dirt/gravel lot located at the top of the C Paddock entrance
- **Media Reserve Lot:** Paved lot located next to Turn 1 Club with entry from C-Paddock that's available on Friday and Saturday only.
- **Paddock Pass Lot:** Paved lot in the Paddock just next to the Fan Zone that's available on Sunday only. **NOTE: Ensure arrival is before 8:30 a.m.** when the Cup Garage opens. If you arrive after that time, you run the risk of delayed parking or being turned around to Lot 2.
- PDF Version of Parking Map can be found [HERE](#)

SOCIAL MEDIA

EVENT HASHTAGS

Friday: #GeneralTire150

Saturday: #PitBossFoodMaxx250

Sunday: #ToyotaSaveMart350

Please use these in all social posts to amplify the event, and make it easier for followers to discover your posts

TRACK HANDLES

@RaceSonoma

- Facebook
- Instagram
- X (Formerly Twitter)
- TikTok
- Threads
- YouTube

SCHEDULE

FRIDAY:

- 10 a.m.: Spectator Gates Open
- 10:40 a.m.: ARCA Menards Series West Practice
- 12:10 p.m.: ARCA Menards Series West Qualifying
- 1 p.m.: NASCAR O'Reilly Auto Part Series Practice
- 2:05 p.m.: NASCAR O'Reilly Auto Part Series Qualifying
- 3:20 p.m.: ARCA Menards Series West Driver Introductions
- **3:30 p.m.: General Tire 150 ARCA Menards Series West race (47 laps, 93.53 miles)**

SATURDAY

- 10 a.m.: Spectator Gates Open
- 11 a.m.: NASCAR Cup Series Practice
- 12:10 p.m.: NASCAR Cup Series Qualifying
- 1:55 p.m.: NASCAR O'Reilly Auto Part Series Introductions
- **2:30 p.m.: Pit Boss/FoodMaxx 250 O'Reilly Auto Part Series race (Stages 20/45/79 laps, 157.21 miles)**

SUNDAY:

- 7 a.m.: Spectator Gates Open
- Pre-Race: Patriots Jet Team Air Show
- Noon: NASCAR Cup Series Driver Introductions
- **12:30 p.m.: Toyota/Save Mart 350 NASCAR Cup Series race (Stages 25/55/110 laps, 218.9 mi./352.2 km.)**

BROADCAST

DAY	TIME	NETWORK
Friday	3:30 p.m. PT	Flo Racing
Saturday	2:30 p.m. PT	The CW
Sunday	12:30 p.m. PT	TNT Sports

VICTORY LANE

Victory Lane is located on the Drag Strip. It can be accessed via the Turn 10 Midway and photo gate number 24.

VICTORY LANE RULES/REGULATIONS

Due to the drag strip wall and the stage itself, Victory Lane is in a very tight space. National media and track staff have designated spots in the center of Victory Lane. Credentialed media may **NOT** go over the k-wall and onto the drag strip until **AFTER** the mobile victory lane stage has been fully set, at that time Sonoma Raceway staff will indicate a safe time to crossover.

If you aren't sure if you are included in the group that belongs in the center, then you most likely aren't included. Please find a spot off to either side or shoot from behind over the main group. Please be aware of your camera placement so you aren't blocking anyone who may be shooting behind you. Note that it is not recommended to stand on the drag strip wall to shoot Victory Lane. Security will ask you to step down off the wall.

SUITES & CLUBS

Members of the media are not permitted to enter any of the Suites or Clubs without prior approval from authorized Sonoma Raceway staff. This includes the entire Turn 11 Building including the patio overlooking Turn 11. If on assignment to shoot in a Suite or Club, do not take advantage of any food that is provided as it is for hospitality guests only. When shooting from any premium hospitality space, be mindful of fans in the area and do not utilize ADA/Handicap areas as they are reserved for fans.

THE DRIVERS' MEETING & RED CARPET WALK

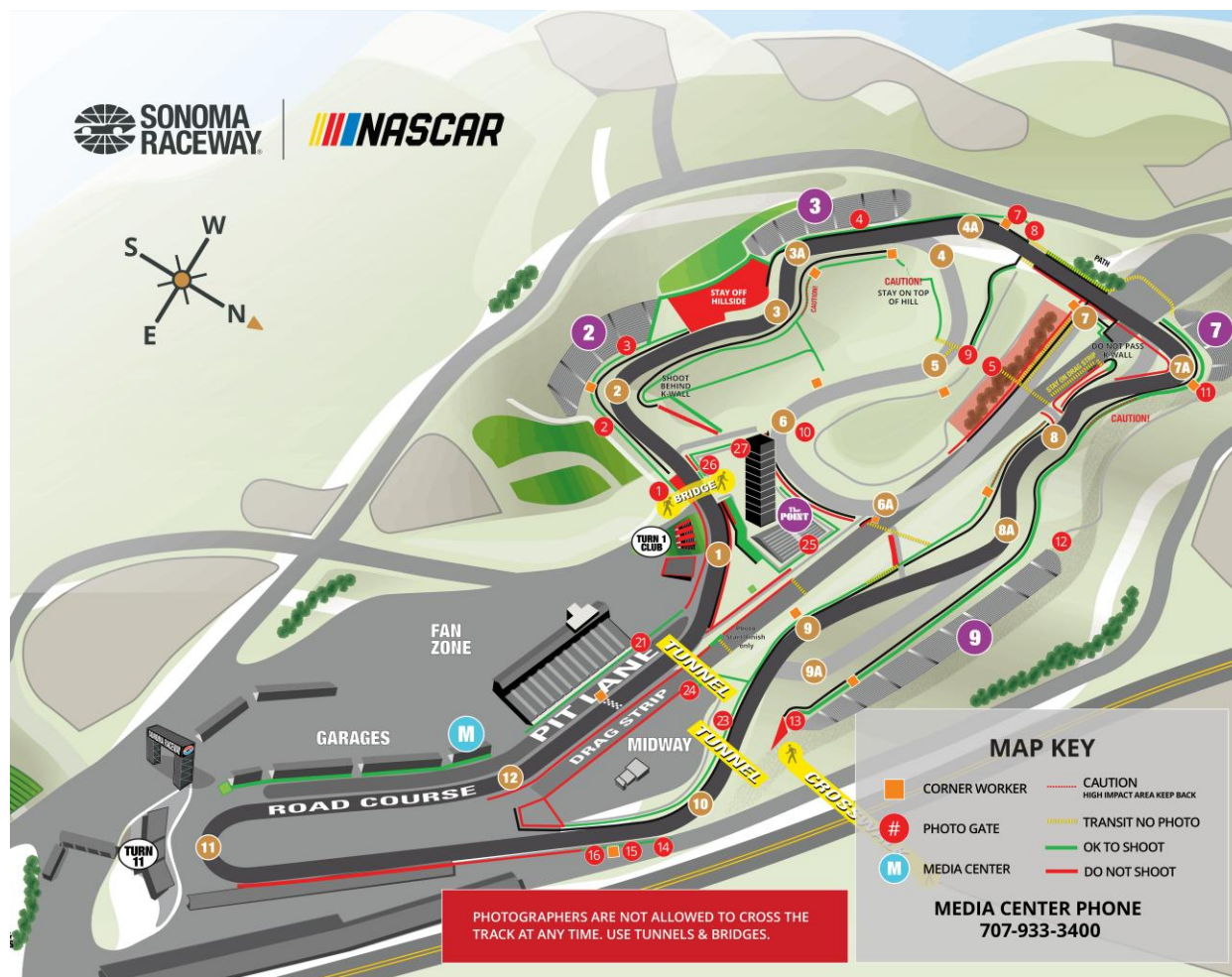
The Drivers' Meeting is held in the Turn 1 Garage just underneath The Forum, or "Turn 1 Club". Access inside The Drivers' Meeting is heavily restricted and is closed to general media; prior authorization to enter the meeting area is required. The Red Carpet begins inside The Drivers' Meeting area. Once drivers exit the meeting area and leave the Turn 1 Garage on their way to driver introductions, general media may follow along to the pre-race stage.

MEDIA VESTS

General media can pick up their vests at the front desk on the first floor of the Media Center in the Photo Room. Vests are to be returned as soon as possible at the end of your assignment.

Meal tickets will be provided when you check in. Please refer to the signs at the front desk for meal times, schedules, and Wi-Fi information. Additional information such as entry lists, pit road assignments, qualifying orders, etc. are printed and posted upstairs at the front desk. There are no lockers available; Sonoma Raceway is not liable for any lost or stolen equipment.

PHOTO MAP



A map that details every possible shooting location including specific photo holes and transit paths for anyone who needs them. It is recommended to bring a copy of the map with you or you can access it directly from your phone using the following URL:

https://www.sonomaraceway.com/documents/nascar-photo-map_sonoma-raceway_photo-map-2025.pdf

PHOTO GATES/LOCKS

The photo gates are all locked and will require a 4-digit code to open them. The gate code will be provided upon arrival to the Media Center. All media must close AND lock photo gates behind them – please do not dummy lock them, even if it's for a short duration to ensure non-media/fans do not enter.

OUTSIDE CATCH-FENCE

The entire perimeter of the track is accessible to media with a vest on foot or in a golf cart. Due to the elevation changes and large footprint of the property, we recommend utilizing a golf cart or catching a ride on the Media Shuttle whenever possible. The outside catch-fence has numerous photo holes to shoot from. These can be accessed by walking down designated green/yellow areas on the approved Photo Map. Please report any non-media/fans you see along the outside catch-fence to security.

Note that photo holes with TV cameras cannot be used by the media. If a particular photo hole is locked or tied up, do not open it without prior authorization. Please be mindful of others who wish to utilize a photo hole that you are currently using. Photo holes can be shared if there is enough room; otherwise, please rotate shooters every 2-3 laps. Note that when shooting or transiting to another area, there should always be something of significance between you and the racing surface such as a catch-fence, tire pack, or k-wall. When shooting from behind a wall, please keep off the wall, do not lean against the wall, or place anything on top of the wall.

PIT ROAD

Photographers can shoot along pit road in an empty pit box. Be mindful of Fire & Safety personnel, officials and broadcast cameras. When shooting on pit road, please keep off the wall, do not lean against the wall, or place anything on top of the wall.

INSIDE TRACK ACCESS

The inside of the track can be accessed from multiple locations. One entry point is the Carousel Campground. After entering the gate there will be photo access and transit points throughout which are designated on the Photo Map. These paths lead to the inside of Turn 7 by accessing a transit path on the Drag Strip leading up to Turn 7 or down through the Esses.

The inside of the Esses can also be accessed using the photo gates inside the Turn 10 Midway (Photo Gates 23 and 24). Be sure to hug the k-wall all the way up to designated green areas. If marked yellow, it indicates that it's transit-only and media may not stop and shoot there due to high-impact areas.

The inside of the Carousel can also be accessed using the pedestrian bridge over Turn 1. This leads to the inside of Turn 2 up to the corner worker flag stand at Turn 4. It also provides access to the Carousel itself which can get you to the inside of the Esses or up to Turn 7.

There are also two tunnels located under the track, on the front-stretch and at Turn 10.

ROOF ACCESS

Credentialed photographers have access to the roof on top of the suites above the Main Grandstands as well as the roof above the Media Center **only with prior approval** from authorized Sonoma Raceway staff. When shooting from the roof, be very mindful of TV cameras and NASCAR team spotters.

GOLF CARTS/OFF-ROAD VEHICLES

For the safety of all guests, golf carts, hover boards, quads, UTVs, side-by-sides, scooters, skateboards, Segways, dirt bikes, motorized furniture, or any other similar personal transportation devices are strictly prohibited on Sonoma Raceway property.

- Pedal-assist e-bikes are allowed in camping areas only (e-bikes must have pedals). They may not be ridden to access seating areas or the Fan Zone. Pedal-assist e-bikes will not be allowed to cross Highway 121 from the 50 Acres Campground to the road course.
- Street legal, licensed motorcycles with off-road or dual-sport tires are not allowed on raceway property. Only licensed motorcycles with street tires are allowed (even if tires are DOT approved, if they are nobby or stubby and capable of going off-road they are not allowed).

*The raceway reserves the right to restrict the use of any vehicle on-property.

If any of these vehicles are brought to the raceway, you will be asked to impound the vehicle prior to parking in your camping space. Impound is located through Gate 6 in the 50 Acres Campground. If guests refuse to impound their vehicle, they will be turned away and not allowed to enter the facility. Single-person electronic convenience vehicles, built specifically for guests with disabilities, are permitted.

Impounded vehicles can be picked up Sunday after the race and on Monday morning. Exact pick-up times will be provided when you arrive at the campground. When picking up your impounded vehicle, you must arrive in your RV prepared to leave the campground. You will not be allowed to return to your camping space.

Off-road motorcycles with valid license plates will be impounded for the weekend. These are motorcycles that are clearly built for off-road activities with off-road, knobby tires. Only licensed motorcycles built to drive on the street, with street tires, can enter the raceway. If you have questions on whether your motorcycle can enter, please contact Maurice McGill at mmcgill@sonomaraceway.com.

GENERAL INFORMATION

If you have any questions or issues, feel free to ask any of the staff at the front desk on the second floor of the Media Center for assistance. Additionally, any staff member of the track will be more than happy to assist you.



THANK YOU

