

Sonoma Raceway • Media Services

On behalf of Sonoma Raceway and Speedway Motorsports, we look forward to welcoming you to the Toyota/Save Mart 350 NASCAR race weekend.

Address

Sonoma Raceway is located at 29355 Arnold Drive; Sonoma, Calif.; 95476.

Dateline

The official dateline for Sonoma Raceway is Sonoma, Calif.

Credentials

For Sonoma Raceway credentials: Upon turning into Sonoma Raceway from State Route 121, veer into the far left lane. The credentials center is located in a gray building adjacent to the main entrance.

For NASCAR credentials: Upon turning into Sonoma Raceway from State Route 121, veer into the far left lane and take your first immediate left turn (follow “NASCAR Credentials” signage). Turn right into a gravel lot, which houses the NASCAR credentials trailer.

Credentials and parking passes must be picked up at the Sonoma Raceway credentials office. Specific credentials are required to access media-related areas during race week. The credentials team is unable to make changes to your passes without direction from our staff.

Sonoma Raceway Credentials Office Hours

Friday: 7 a.m. - 4 p.m.

Saturday: 8 a.m. - 1:30 p.m.

Sunday: 8 a.m. - 12:30 p.m.

NASCAR Hard Card and Essential Passes

All media who do not have a NASCAR hard card must have a NASCAR “Essential” credential to access the garage and pit road.

In advance of the event, you will receive an e-mail or text message from NASCAR with a link to a registration form and waivers that must be completed to receive the credential. Upon successful completion of the registration form, you will receive confirmation and a QR code. You will present the QR code at the credential office to pick up your credential and parking pass (if appropriate).

Parking

Parking passes can be picked up at the credentials office located at Gate 1 (main entrance).

Shuttle service will be available to pick media up from Lot 1, Lot 2, Media Lot and Media Reserve Lot. For shuttle service, please contact a communications team member at the front desk of the media center, or call “Shuttle Steve” at 707.481.5186.

Please contact a member of the communications team for accommodations-related requests.

Infield Access

To access the Sonoma Raceway infield, media can enter the tunnel located on the northwest side of the main grandstands.

Media Center

The media center is centrally located on the southeast corner Sonoma Raceway and fully operational during race weekend. Access to -- and workspaces within -- the media center is permitted and provided to media, team public relations managers, photographers and other properly-credentialed personnel.

The facility is fully equipped with wireless internet, television, copier and dining area.

Please contact a member of the communications team for accommodations-related requests.

Media Center Hours

Friday: 8 a.m. – two hours post-race

Saturday: 8 a.m. – two hours post-race

Sunday: 8 a.m. – two hours post-race

Meals and Beverages

Sonoma Raceway will provide a daily meal in the media center. A variety of snacks, drinks and coffee service will be available each day in the media center and pressbox.

Please contact a member of the communications team for accommodations-related requests.

Press Conferences

All press conferences during race week will take place in the media center. Please contact a member of the communications team or visit the help desk for a full breakdown of interviews and press conferences scheduled for race weekend. Winning drivers will be available in the media center at the conclusion of their respective races; the winning Cup Series driver, team owner and crew chief will be available in the media center following the race; second- through fifth-place winners and other notable drivers will be available in a designated media bullpen located on pit road for 15 minutes after the Cup and Xfinity Series races.

Care Center Interviews

Following the release of a driver from the care center, interviews will be conducted on the exterior of the building.

Interview Requests

Team: Requests for 1-on-1 interviews with team drivers, owners or crew members may be directed to that team’s respective public relations representative.

NASCAR: Inquiries for interviews with NASCAR officials should be directed to on-site NASCAR Integrated Marketing Communications contacts.

Sonoma Raceway: If you would like to interview Speedway Motorsports CEO Marcus Smith, Sonoma Raceway general manager Brian Flynn or any other facility officials, please contact Kevin Kern (kkern@sonomaraceway.com) for availability.

Victory Lane

Victory Lane for all post-race ceremonies is located in the infield on the northeast side of the main grandstands. Media can access Victory Lane by entering the tunnel located on the northwest side of the main grandstands. There are reserved shooting locations for selection photographers and outlets in the Victory Lane stands. Victory Lane is accessible to media with appropriate credentials.

Race Statistics and Notes

NASCAR will supply Sonoma Raceway staff with various statistical information, advisories and updates during race weekend. Copies will be available upon request. If you require hard copies of a specific document, please contact a member of the communications team for assistance.

All documents and resources are available digitally on NASCARmedia.com.

The password-protected site NASCARmedia.com, which requires registration, is a one-stop shop for obtaining information, photos, transcripts, graphics, news releases and updated stats.

Photo and Video Guidelines

Shooters on assignment from accredited news outlets will be considered for credentials. All commercial or independent photographers or videographers seeking to cover a NASCAR event must request credentials through Jeremy Bramley (jbramley@nascar.com).

All credentialed shooters must wear NASCAR- or track-issued vests at all times.

Any media credentialed through Sonoma Raceway must sign-out and secure a media vest at the media center lower-level work room. At the conclusion of the assignment, the media vest must be returned to the same location. Media who do not return their vest may have their credentials revoked for subsequent events.

During the network broadcast windows, live video of on-track action or activity in the garage (whether broadcast or streamed) is not permitted. Media can shoot and record footage of on-track activity during a broadcast window but are not allowed to broadcast the footage until after the national broadcast concludes.

Dress Code and Decorum

We kindly ask that media members not wear clothing which shows an allegiance to a particular team or driver. Professional attire is required. Cheering in the media center or pressbox is strictly prohibited. Media should always conduct themselves in a professional manner and refrain from seeking autographs or taking photos with drivers, team owners or other team members.

Shuttle Service

If you would like to request shuttle service, please contact a communications team member at the front desk of the media center, or call "Shuttle Steve" at 707.481.5186. Shuttles will be on a constant loop to and from the media center and parking lots during peak times.

Wireless

Wireless is available throughout the facility. Ethernet is available upon request.

SSID: TrackMedia-2025

Password: Speedway25

Sonoma Raceway Communications Contact

Kevin Kern • kkern@sonomaraceway.com • 707.415.9540

About Sonoma Raceway

Sonoma Raceway is a 2.52-mile, 12-turn road course and quarter-mile drag strip located at Sears Point in Sonoma County, California. Built in 1968, the track is carved into rolling hills with 160 feet of total elevation change. It is host to one of the few NASCAR Cup Series races each year that are run on road courses. It is one of the world's busiest racing facilities, with track activity scheduled an average of 340 days a year. A complete and versatile motorsports complex, it is home to one of the nation's only high-performance automotive industrial parks with approximately 70 tenants.