

Hollywood Casino is new sponsor for fall NASCAR race at Kansas - Kansas City Star

Written by Administrator
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DAYTONA BEACH, Fla. | The fall Sprint Cup race at Kansas Speedway will have a new title sponsor for the next 10 years.

Starting with the Oct. 9 race — the fourth stop in the Chase for the Sprint Cup — the event will be known as the Hollywood Casino 400 at Kansas Speedway.

Kansas Speedway, in partnership with Penn National Gaming, will operate a \$386 million

Hollywood-themed entertainment destination and casino beginning in the first half of 2012.

The casino, which will overlook turn two, initially will have a 100,000-square-foot casino floor with capacity for 2,300 slot machines and 86 table games, and a variety of dining and entertainment options.

“This represents the first of many opportunities that Kansas Speedway and Hollywood Casino at Kansas Speedway will have to work together to promote Kansas to national and international audiences,” Kansas Speedway president Pat Warren said while visiting Daytona International Speedway on Thursday.

Future phases for the project include a hotel, expanded gambling space, a spa, convention center and entertainment retail district. Those phases could cost nearly \$300 million when completed.

Price Chopper formerly served as title sponsor for the race, but the casino wanted to take advantage of the opportunity to publicize the facility a few months in advance of its opening.

For the first time since opening in 2001, Kansas Speedway will have two Sprint Cup races this season and is still looking for a title sponsor for its new date, June 5.

The Kansas Lottery will continue as title sponsor for the Nationwide Series event on Oct. 8, and

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O'Reilly Auto Parts will maintain its sponsorship of the NASCAR Camping World Trucks Series race on June 4.

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