



VENUE

Martinsville Speedway is an iconic 70-year-old motorsports track in Ridgeville, VA. At just over a half mile in length, it is the shortest track in the Monster Energy NASCAR Cup Series, and is the only track that has been on the NASCAR circuit from its start in 1948. The track has a capacity of 55,000 spectators and is owned by International Speedway Corp.

CHALLENGE

Facility operators recognized the lack of permanent lighting at the track was an issue, impacting both racing safety and fan experience. Additional sources of revenue from broadcasts, night races or other events at the track were not possible. Any events that were lit required temporary lighting and generators, which provided poor lighting while being cumbersome and expensive.

SCOPE

The vast, \$5M project, dubbed "Light Up Martinsville," was undertaken with Graybar and Techline Sports Lighting. It required power to be brought to the track, wiring, and excavation, as well as installing foundations, poles and crossarms. The Ephesus LED luminaries could then be installed.

SOLUTION

442 Ephesus Stadium 750 fixtures were installed. The AirMesh control system was also installed to provide fixture-level monitoring and control, as well as the ability to dim, create schedules and specify lighting zones. Dynamic effects were added to enhance the fan experience. Preserving the historic look of the facility was a concern when the project started, but was achieved.

RESULTS

The track became the first major motorsports facility to install LED lighting and held its first night races on Sep. 22 & 23, 2017 as part of the ValleyStar Credit Union 300. A record-setting crowd was in attendance. Motor Racing Network covered the event live on their digital platforms, their first time doing so. Many drivers noted that the presence of the lights added more prestige and another dimension to the already-prominent race.

"Immediately, once we knew there was an appetite for sports lighting, we brought in the best-of-the-best with Ephesus. Better than daylight! That's what we're hearing the most from the drivers. No glares, no blind spots. The feedback has been phenomenal, from the drivers to the broadcasters, it's just making the overall experience that much better."

- Keith Guzy, National Account Manager for ISC at Graybar