Colorado National Speedway was recognized by NASCAR during the Whelen All American Series Banquet week held in Charlotte, North Carolina in November, 2009 for its cutting edge marketing and communications programs as well as its innovative cost containment measures through rules management and fan base value added pricing.

CNS was considered the standard by which local short tracks around the country should map their business models from marketing and cost management perspectives. The enhanced web and media communications implemented in 2009 were recognized as “cutting edge” within the local NASCAR short track family.

Further, Colorado National Speedway’s continued efforts to minimize the ever growing expenses to each racer through extensive research in the development of competitive and cost effective rules packages was acknowledged and praised by NASCAR personnel and peer track management teams.

The ownership and management of Colorado National Speedway wishes to sincerely thank all who have worked hard and provided forward thinking ideas throughout this growing process for our facility. In addition, we acknowledge that none of this recognition would be possible without our loyal fans. Without their support we would not be able to continue to provide a premier racing facility in our area.

Finally, Colorado National Speedway would like to acknowledge our outstanding drivers and race teams. We continue to provide our fans with the most competitive teams and strong car counts in each of our racing divisions. We certainly know that in these tough economic times continuing to support your love for racing becomes increasingly more difficult each year. We truly appreciate the support you have provided the speedway and understand that you have a choice when it comes to spending your dollars. Thank you to all who continue to help make Colorado National Speedway a success!

CNS Ownership and Management