



Pepsi becomes the official beverage partner of Circuit of the Northwest

Bremerton, WA – December 2, 2022 – Circuit of the Northwest (CNW) today announced a new, multifaceted partnership with PepsiCo Beverages North America making the beverage company one of CNW’s newest marketing partners, upon completion currently projected in the second quarter of 2024.

“The best partnership in every category is our goal at Circuit of the Northwest and Pepsi’s involvement will be a vital part of our business”, said Brian Nilsen, Owner and Founding Member, Circuit of the Northwest. “Pepsi’s beverage brands will be welcomed by our fans and their incredible market activation will enhance CNW’s commitment to bringing tremendous value to their consumers and our fans throughout the Pacific Northwest”.

The partnership will give Pepsi’s beverage brands a broad presence and affiliation with Circuit of the Northwest’s broad bank of assets. Pepsi’s exclusive marketing rights to CNW will include mobile, and digital assets, in-venue signage, as well as the right to create retail promotional opportunities at external points of sale. The partnership’s lead brands will create high-profile consumer activations and once-in-a-lifetime sports, music and entertainment experiences for fans, including unique integrations with live music concerts, festivals, major racing events and more.

All of CNW’s venues will feature Pepsi’s vast portfolio of popular beverage brands across the soft drink, water, energy, coffee, and other leading beverage categories.

About Circuit of the Northwest

Circuit of the Northwest is the nation’s newest, most state-of-the-art motorsports, music, entertainment and lifestyle venue being built across Hwy 3 adjacent to the Bremerton National Airport in Bremerton, WA. CNW will consist of a 2.34-mile-high performance road course designed by world renowned track designer Hermann Tilke. CNW will also have a major concert amphitheater that will accommodate 20,000 fans, along with a smaller pavilion to accommodate 5,000; both of which will be located within the interior of the road course. Outside of the track there will be a 220-seat performing arts Theater with outside amphitheater for 4,000 fans. All of the music venues will be managed by ASM Global, the world’s leader in live music and entertainment. The racetrack itself will have permanent grandstand and hillside seating for 30,000 spectators and will also offer a private 28,000 sq ft Clubhouse, various options onsite for car storage including the high-end option of trackside condominiums. There will also be a large viewing area for RV’s and a motocross track. CNW is currently in the final stages of planning and plans on breaking ground in the 2nd quarter of 2023 with opening slated for the 2nd quarter of 2024.

About PepsiCo Beverages North America

With roots dating back to 1898, PepsiCo Beverages North America (PBNA) is one of the largest beverage companies in North America today, generating more than \$22 billion net revenue in

2020. Comprising nearly 60,000 associates across the United States and Canada, PBNA is responsible for bringing consumers an unrivaled, iconic portfolio of more than 300 beverage choices, including 10 billion-dollar brands like Pepsi, Gatorade, bubly and Mountain Dew, as well as emerging brands in the fast-growing energy and value-added protein categories.

Media Contacts:

Circuit of the Northwest

Todd Melfi, Vice President of Sales

www.circuitofthenorthwest.com