



# ADVENTURE PROGRAMS

## PROGRAM CATALOG



Situated on 640 grassy acres in the rolling, wooded hills of Wisconsin's Kettle Moraine is Road America, an internationally known motorsports venue. With one of the country's longest road racing circuits, this world-acclaimed facility has been hosting motorsports events and enthusiasts since 1955.

But, more than just a day at the races, Road America offers a wide range of opportunities for group events of all sizes. From small events of four participants to massive events, we're confident in our ability to provide you with a program that fits your budget while exceeding your expectations.



This catalog lists most of our programs, but there are always more being developed and we enjoy incorporating customer ideas and suggestions. We look forward to creating your one-of-a-kind group event!

Elkhart Lake, Wisconsin  
**800-365-7223 | RoadAmerica.com**

# ROAD AMERICA FAST FACTS

- 1) Road America stock was first offered and sold in 1954. The official ground breaking took place in April of 1955 with the first race happening in September of 1955. Road America proudly celebrated its 60th season in 2015.
- 2) Road America was founded by **Mr. Clif Tufte**, an engineer by trade. Historically, Clif is known as “Mr. Road America” and is credited with the dream and vision of the original configuration including the current site of the circuit.
- 3) Road America is a corporation with 500 plus stockholders and is guided by a 12 member board of directors. Road America employs 26 full time staff. The seasonal payroll swells to over 400 during the height of the racing season, May thru September.
- 4) An independent economic impact survey was commissioned by Road America and showed that Road America made an annual conservative first tier economic impact of **over 100 million dollars** on Sheboygan County and the State of Wisconsin.
- 5) Road America is the fastest permanent road racing circuit in the world with a track length of 4.048 miles including 14 turns and multiple elevation changes. Road America is situated on 640 acres of rolling hills in Wisconsin’s Kettle Moraine and has come to be known as **“America’s National Park of Speed”**.
- 6) Each year from April through October, Road America entertains over **800,000** tourists, in addition to competitors, at its site in Sheboygan County. Road America hosts over 500 events a year with 10 major race weekends.
- 7) Over the past 50 years, Road America has helped hundreds of local and Midwest charities through donations and fundraising opportunities. One example is Road America’s walk/run event which has generated over 2.5 million dollars in a span of 30 years for the American Cancer Society.
- 8) 2016 marked the return of IndyCar to Road America. When the IndyCar Series made its return at the famed 4-mile circuit, 100,000 people attended and over 570,000 watched the event on television.
- 9) Road America’s newest initiative is to become an unique destination for corporate events and experiences by hosting group events from as small as 4 to as large as 5,000.
- 10) Road America’s mission is to develop a year-round facility with programs that provide the best motorsport and entertainment experience for all customers.

# America's National Park of Speed™

- » 15 minutes from Sheboygan County Airport
- » 1 hour North of Milwaukee
- » 1 hour South of Green Bay
- » 2.5 hours North of Chicago

## Meeting Space

Indoor meeting space can easily accommodate groups up to 300 and is complimentary during any of the adventure programs. *Audio/Visual equipment is available for a small rental fee.*

## Snacks and Beverages

All of our Adventure Programs include snacks and beverages. Participants can refresh with water or soft drinks and refuel with bagged snacks like pretzels and chips.

## Photos

Our dedicated staff will capture all of the Adventure Program fun with photos, which are shared on our flickr page after the event. *Professional photo or video packages are available upon request.*

## Hospitality

Road America is known for its delicious food, especially around the racing circuit. We are happy to offer groups anything from boxed lunches to customized buffets for breakfast, lunch, and dinner!

## Lodging

Options include on-site cabins and The Chalet.

*Pricing is determined by the type of event and number of participants.*

*Please call for up-to-date availability and rates.*

*All Adventure Program event information can be kept confidential upon request.*





## Tours & Demonstrations

Minimum of 4 Participants | Appropriate for all ages | Approximately 1-2 Hours

### National Park of Speed Tour

A guided tour of the entire Road America facility filled with general information about its design, uses, events, and the variety of activities it hosts. This tour is a great addition to any Adventure Program.

### Behind the Scenes Tour

Participants gain insight into the infrastructure of Road America and what it takes to host large racing events. Groups visit the VIP Tower, the heart of race day operations, where they will view the 16-screen fiber optic monitoring system in Race Control, the Media Center, and VIP hospitality suites.

### Incident Protocol & Procedures Demo

Participants are introduced to the RA Safety/Rescue team where they will view a crash scene simulation and learn how the incident response system works, including flagging and communication at the crash site, race control management, and safety team action. The demonstration includes extracting a driver from wreckage using modern vehicle extraction tools. This demonstration covers the entire safety process from A to Z.

### Hayride Tour

Explore the scenic grounds of Road America aboard a horse-drawn wagon. This tour is perfect for groups that simply want to relax and take it all in. The wagon can accommodate 25 adults on average and the tour lasts approximately 1 hour. Travel back in time for a ride that is sure to become one of your fondest memories of Road America.

### In Car / On Track Tour

Participants have the opportunity to drive their own vehicles on a guided tour around RA's famous 4-mile road course while being introduced to some of the most famous turns in motorsports. Subject to availability.

### All Access Paddock Tour

This tour is held in conjunction with any major racing event. Depending on the event, participants may see everything from priceless vintage racecars to today's most advanced two or four wheel racing machines. This tour can be combined with a short presentation from one of our participating race teams or with your favorite Road America event.

# Adventure Programs

Spark camaraderie in an environment of healthy competition and experience based accomplishment that leaves participants with lasting memories and a desire to do it all over again.

## Geocaching

- » Minimum of 4 participants
- » Half-day program on Road America grounds
- » Appropriate for all ages
- » Comfortable, closed toe shoes and long pants recommended

This technology driven scavenger hunt is great for team building. The object is simple, find all of the assigned treasures (caches) in the shortest amount of distance possible. The group receives an overview of the program, instruction on how to use a GPS device (Global Positioning System), are separated into teams, and given a unique list of GPS coordinates along with a golf cart so they can set off on their mission to capture as many treasures (caches) as they can in the allotted time.



## Disc Golf

- » Minimum of 10 participants
- » 2-3 hours (9 holes) on Road America Disc Golf course
- » Appropriate for all ages
- » Comfortable, closed toe shoes recommended

Disc golf is a game where the participant throws a disc into a basket in the fewest number of throws. It attracts a diverse range of players because it is open to participants of all ages and athletic ability. Disc golf is played all across the United States and more than 20 other countries in the world. This program includes golf cart rental and all the necessary equipment. Ask us how disc golf can be combined with the Geocaching Adventure Program!



## Paintball

- » Minimum of 10 participants
- » Half-day program on Road America paintball range
- » Appropriate for ages 14 and up
- » Long pants, long-sleeved shirt, and comfortable, closed toe shoes required

Paintball is a bold alternative to routine sales meetings and typical employee parties. It is designed for groups that want to combine team building and leadership training with adventure, excitement, and competition. Before teaming up for Capture the Flag, the participants are trained in paintball gun use and strategy. All equipment, including 500 paintballs per person, and gear is supplied.



## Off-Road

- » Minimum of 4 participants
- » Half-day program on Road America adventure trails
- » Appropriate for ages 16 and up
- » Long pants, long-sleeved shirt, and comfortable, closed toe shoes required

Take in the scenic beauty and glacial terrain of Road America from an off-road vehicle! This guided program is great for everyone, from first-time riders to experienced off-roaders. Road America has seven trails varying in difficulty. The adventure begins with basic off-road vehicle training, followed by range exercises. Emphasis is placed on machine capability and safe speed / operation. Our experienced guides keep a careful eye on all of the riders to be sure they remain comfortable as trail difficulty increases.





Drivers will appreciate the excitement of steering a speedy race kart on a curvy road-racing track. It's incredibly fun and suitable for all skill levels, from first-timers to repeat drivers.

Karting programs are held at the Road America Motorplex, an on-site karting track with flexible course configurations and elevation changes.

The automatic karts are easy to operate and achieve speeds of up to 40 mph! All helmets, gloves, jackets and other safety apparel / equipment are provided.



## Kart Racing

- » Minimum of 4 participants
- » Half-day program at Road America Motorplex
- » Appropriate for ages 16 and up
- » Comfortable, closed toe shoes and long pants required

Our most popular program begins with a short meet-and-greet session followed by technical instruction by our professional racing instructors. Participants learn how to get in and out of the karts, how the machine works, proper braking, steering, kart racing, and line around the track. Instructors also explain handling and braking techniques for each corner round the course during a track tour. Afterwards, participants test their abilities with various technical challenges before getting the green flag! Once everyone has received the go ahead, participants are split into groups for on-track racing sessions utilizing karts capable of speeds near 40mph. As groups progress through the program they will experience track configuration changes, as well as, rolling-start, elimination, and relay races. Other exciting options are also available. This is definitely the ultimate karting experience!

## Large Group Karting

- » Minimum of 30 participants
- » 2-3 hours at Road America Motorplex
- » Appropriate for ages 14 and up
- » Comfortable, closed toe shoes and long pants required

Experience karting in a budget-friendly large group format. Large groups have shorter sessions but more team interaction. A timing and scoring system allows participants to compare their lap times after each session. This program can easily be set up with an emphasis on the fastest laps of the day making it a unique, fun-filled speed adventure that participants won't forget!

## Event Sampler

- » Minimum of 4 participants
- » Half-day at Road America
- » Appropriate for ages 16 and up
- » Comfortable, closed toe shoes and long pants required

Experience a taste of our most popular group adventure programs! Participants use our geocaching adventure program equipment to navigate their way throughout the facility. Built into this program are two pit stops, each one being a fun and exciting Road America activity. One pit stop includes a karting challenge at the Road America Motorplex and the other includes the popular champagne slalom activity where participants get to test their driving skills with one of our driving school vehicles. The sampler program is sure to leave guests with a lasting impression and a desire to return very soon!

## Drive In Movie

- » No Maximum
- » 2-3 hours at Road America's Victory Lane
- » Appropriate for all ages

Just when people thought the drive in movie days were gone and forgotten, Road America is ready to entertain with a movie of choice viewable from a variety of locations on large digital screens. Sound is projected through large speakers and the participants FM car radio. Just sit back, relax, remember the old times and treat yourself to some popcorn! Great for company picnics and large gatherings, this event is sure to please.

## Driving

- » Minimum of 4 participants
- » Half-day program on training range / skid pad
- » Appropriate for ages 16 and up
- » Comfortable, closed toe shoes and long pants required

The Road America Driving Adventure is designed to hone driving skills while having behind-the-wheel fun. With an emphasis on defensive driving and a small side of racing technique, this outing leaves participants talking for years to come. Classroom time covers vehicle dynamics and common driving errors, while time on the driving range gives participants first-hand knowledge of car control through various exercises. The program wraps up with a team relay race, a graduation ceremony, and parting gifts.



## Racing (Spec Miata)

- » Minimum of 4 participants
- » Full day program on training range / skid pad / 4 mile road course
- » Appropriate for ages 18 and up
- » Comfortable, closed toe shoes required

Take your driving to the next level and quench your need for speed with this once-in-a-lifetime opportunity! The program begins with classroom discussion on driving techniques and proceeds to in-car lessons using Mazda Miata MX5 race cars. Participants learn proper braking, braking and turning, and auto crossing skills. The on-track portion of this experience includes lead-follows on RA's world-class road course where participants get familiar with the track and experience the power of race cars all while improving their driving techniques by working with our professional driving coaches.



## Driving Olympics

- » Minimum of 4 participants
- » Half-day program at Road America Motorplex
- » Appropriate for ages 16 and up
- » Comfortable, closed toe shoes and long pants required

This is the ultimate program to test your driving skills! All things driving are combined into one program that is sure to give participants plenty of smiles and laughter. Participants are split into teams of four and join forces to compete against each other. Participants' high speed driving skills are put to the test on the Road America Motorplex where they compete in a karting relay race. Then their hand-eye coordination is tested as they compete in a champagne slalom activity using the supplied vehicles. Finally, last but certainly not least, teams will compete in the blindfolded golf cart relay race which is always filled with plenty of excitement.



## Motorcycle

- » Minimum of 4 participants
- » Half-day program at training range
- » Appropriate for ages 16 and up
- » Long pants, long-sleeved shirt, and over the ankle shoes required

The Motorcycle Adventure Program suits all riders, from complete novice to seasoned veteran. Instructors introduce participants to the sport of motorcycling with a focus on basic motorcycle-riding fundamentals. For the experienced riders, the coaches have special skill challenges and will also offer a few tricks of the trade. The program is conducted off street on our training range with motorcycles and all gear provided. Program content can easily be arranged for team competition.





## Trap Shooting

- » Minimum of 10 participants
- » 2-3 hours at trap shooting range
- » Appropriate for ages 18 and up
- » Hearing and eye protection required

Trap shooting is the most popular shotgun shooting sport in the United States with well over a half million active trap shooters. This adventure includes the use of the trap facility and up to 75 targets per participant allowing them to shoot clay targets thrown from a machine situated in front of them. There are five positions on the trap field which is laid out in an arc behind the trap house. Participants are formed into squads with each taking five shots from each of the five positions on the field. A basic knowledge of firearms is required for this program, but no trap shooting experience is necessary. Participants must bring their own firearms and ammo. What a BLAST!



## Sunset Cruise

- » Minimum of 4 participants
- » 1-2 hours on 4 mile road course
- » Appropriate for all ages

For anyone interested in experiencing firsthand one of the country's premier road racing circuits from the comfort of their own driver's seat, then the Sunset Cruise is the perfect opportunity! Participants travel the entire 4-mile racecourse in their own vehicle. The Sunset Cruise isn't for thrill seekers though, as all participants are limited to low speeds on three guided laps.



## Snowshoeing

- » Minimum of 4 participants
- » Half-day program on Road America grounds
- » Appropriate for all ages
- » Cold weather clothing strongly suggested

The most versatile way to explore Road America & is also the simplest. Snowshoeing will help you access the beauty of the Kettle Moraines in the heart of winter. Snowshoeing is a great activity, and great exercise for people of all ages.

## Murder Mystery

Road America's Murder at High Speed varies from traditional mystery dinner shows. Actors are planted in the audience, just pretending to be part of the crowd, while assigned detectives uncover clues and interrogate audience members helping everyone get closer to solving the mystery. The perfect way to celebrate a special occasion, spend time with friends, or just enjoy your next night off!



## Casino Night

Experience the full Casino atmosphere at Road America! We provide all of the equipment, including tables, chips, "CE" notes (funny money), and trained dealers to ensure a quality casino style experience. Let us bring Vegas to you!

## Improv Comedy

Improv, or improvisational comedy, is defined as the ability to create and perform spontaneously or without preparation. In short, nothing is scripted - they make stuff up on the spot. This is a great way to get out of the office, kick back, and enjoy some proper laughs!



# Adventure Program A La Carte

Upgrades are a great way to enhance and customize any of your Adventure Program selections!

## Hospitality

Allow our full time hospitality staff to treat you and your group to something extra special! How about a wonderful lunch in the VIP tower? Or, maybe a picnic will satisfy your group's needs. Whatever level of hospitality, and no matter the group size, we are confident that we can provide menu and service options to compliment your Adventure Program selection.

## Pace Car Rides

Pace car rides are the ultimate adventure program addition giving participants a must-see view of Road America's 4 mile track! Our experienced drivers provide an unforgettable ride around one of the country's premier road racing circuits in an official Road America pace car. Don't miss it!

## Pit Stop Challenge

Road America's Pit Stop Challenge brings all of the energy and excitement of stock car racing straight to your event. Challengers race against the clock in a frantic effort to have the fastest tire change time, just like a real pit crew! Definitely a great addition to any adventure program!

## Video Game Adventure

Experience the sights and sounds of your favorite video game in the comfort of Road America's Victory Lane with this one of a kind opportunity!

## 4 Miles of Fitness

Every Monday and Wednesday night from 6-8pm, running May through the end of September, Road America offers everything from cross country trails to clearly marked service roads around the picturesque 640-acre facility (including the legendary 4-mile, 14 turn road racing surface) to anyone interested in bicycling, discing, walking or running! Enjoy all these fitness opportunities in a safe environment free of traffic hassles and the usual distractions.

## Build Your Own Adventure

If you have an idea or an activity that you think would be a good fit, please let us know!



## Buy One Program, Get the Second for 20% Off!

Are you looking for a full day of activities? Here is your chance! With the purchase of any one program, get your second program of equal or lesser value at a 20% discount. Programs must run on the same day and are non transferable. This offer is not available for off-site programs.

*Program offerings are subject to change at any time. For up-to-date program information, including pricing and availability, please contact Road America. Programs are booked on a first-come, first-serve basis and are subject to facility availability.*

## Road America Merchandise

Groups are invited to visit the Paddock Shop, our on-site store. From hats and shirts to beach towels and golf balls, we have it all! Be sure to stop in or shop our online store to select great giveaway items or special take home gifts that are sure to leave a lasting impression.

# Testimonials

I really appreciate the great job your team did hosting our event last week. I received very favorable feedback from our customers as well as the CHR attendees.

Road America does a terrific job facilitating the day, and makes what I know is difficult look very easy! You really have a solid team who make sure our guests have a lot of fun.

Best,  
C.H. Robinson

Thank you so much for a fantastic event! We all had SUCH a great time! I cannot say enough good things about the staff and the event as a whole. Everything was wonderful - thanks again!

Thanks!  
Independent Insurance Agents of Wisconsin

THANKS again for an awesome event!!! The group had a blast. Our VP of Sales was extremely impressed and had a great time. So, THANK YOU to you and your staff. Simply amazing!!!

Also, thanks for the photos from the day - I'll pass them along.

Hope to work with you again in the near future!!!

Kind regards,  
TDS Telecom

Thanks so much for all of your help! Our guests all seemed to have a great time on Thursday. You and the entire RA team did a great job of making everyone feel like a VIP.

Thanks again,  
Scag Power Equipment / Scag Giant-Vac

This event is all anyone can talk about today. I already have requests for next year. You and your staff were amazing! I could give you all a great big hug! Please share my praises with them.

You will definitely be hearing from us again.

prioritysign



Thank you! It was a great day, and our team had a blast! Lots of positive comments and requests to do it again!

Johnsonville Sausage, LLC

Thanks! The kids had a BLAST!! The kids had nothing but great things to say about the camp itself and the staff. Have a great weekend.

Camp Y-Koda

It was so great! We all loved it. We would like to include a tip with our full payment!!

Thank you all!  
Green Bay Packers

We had a great time as well and really enjoyed the activity and competition! We will be suggesting the program to other project teams at Miron as well.

Thanks again!  
Miron Construction

It was a GREAT day! Thank you so much for the event. Our group had a great time, and your guys were AWESOME!

We're already thinking about another event next summer!

Thanks!  
IVars USA

I want to thank you for an awesome event!!!! (I thought being on the bosses team would be helpful .....but, not so much.... : ) ) We all had a great time, there wasn't one person who didn't come and tell me how much fun they had! I have other teams I work with that now want to do that too so I do hope that I will be back maybe even this summer!!!

Thanks again you and the event were absolutely perfect!!!! And thank you so much for the pictures this is a great surprise!!!!

GE Healthcare

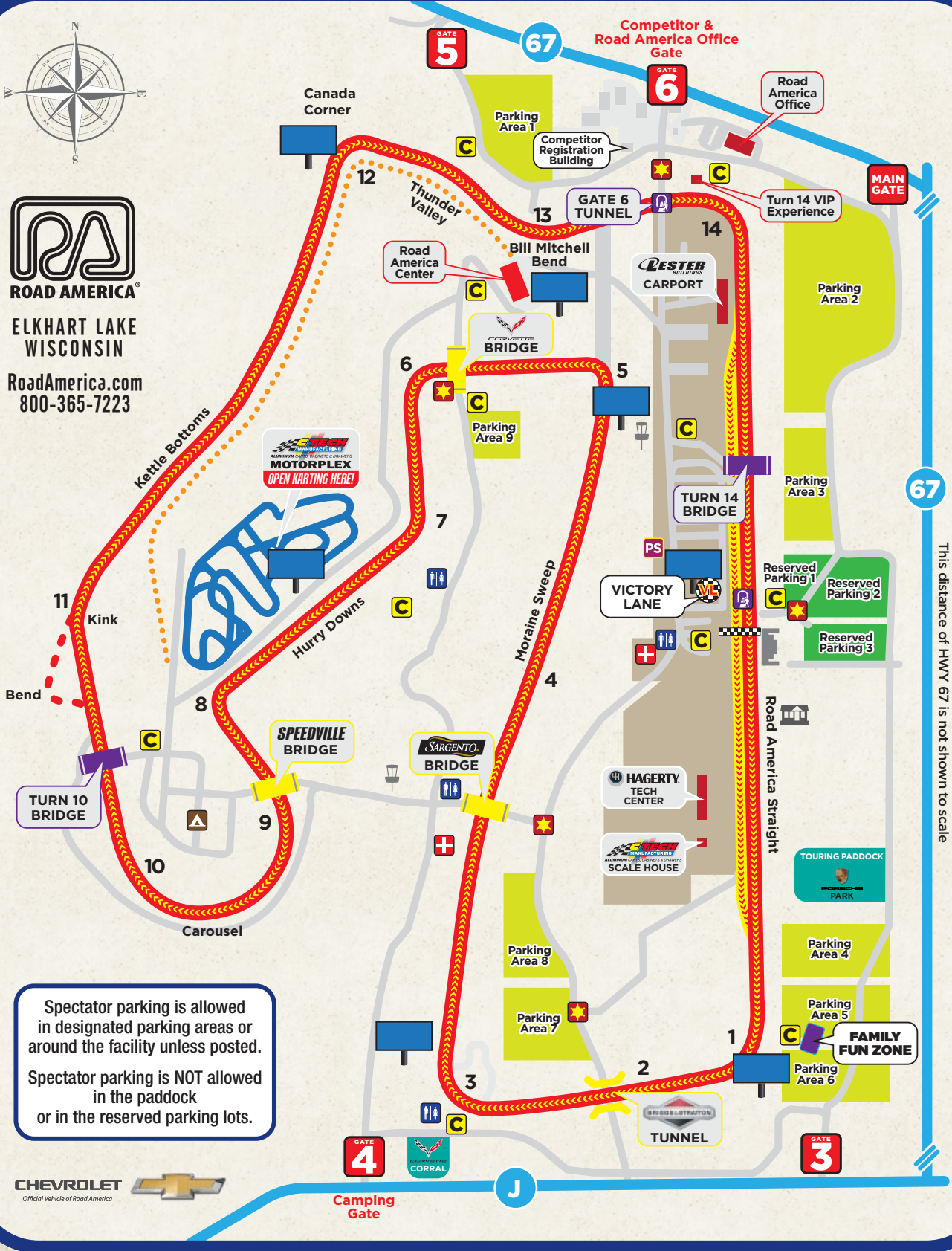
For more information about  
Road America Adventure Programs

800-365-7223  
programs@roadamerica.com  
RoadAmerica.com



**ELKHART LAKE  
WISCONSIN**

RoadAmerica.com  
800-365-7223



Spectator parking is allowed in designated parking areas or around the facility unless posted. Spectator parking is NOT allowed in the paddock or in the reserved parking lots.



|          |                  |                   |                |                   |            |
|----------|------------------|-------------------|----------------|-------------------|------------|
| Track    | Car Corral       | Pedestrian Bridge | Security Point | Medical           | Trail      |
| Pit Lane | Reserved Parking | Pedestrian Tunnel | Concessions    | Campground        | Big Screen |
| Parking  | Spectator Gates  | Traffic Bridge    | Paddock Shop   | VIP / Media Tower | Disc Golf  |
| Paddock  | Victory Lane     | Traffic Tunnel    | Restrooms      | Cabins            |            |



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