



THE LONGEST RUNNING MODIFIED TOUR IN THE COUNTRY



SIX CONSECUTIVE NIGHTS OF RACING AT SIX DIFFERENT TRACKS IN THE UNITED STATES AND CANADA

**JULY 8-13, 2023**





# TOUR HISTORY

## THE IDEA WAS FORMED

The concept of the Dakota Classic Modified Tour started in a crowded Daytona Beach, Florida conference room in February 1990 during the Racing Promoters Monthly (RPM) Conference. Series founder John Gartner had the idea for a mid-summer series of consecutive night races that was accepted by Mandan, Minot and Jamestown for the upcoming summer. The first Tour was sanctioned as a three race WISSOTA series featuring almost all ND cars, with a few coming over from Minnesota and South Dakota to join the inaugural event. It was an instant hit with fans and drivers alike.

## THE TOUR EARLY YEARS

In 1991 many tracks in both North and South Dakota



wanted a Tour date so a marathon seven race series was planned that crowned its first Points Champion—Jeff Decker of Dickinson. Despite its success almost everyone felt the series was just too long and a Tour Director was needed to coordinate everything at the various tracks.

The Tour began to change and grow due to these changes. In 1992 John Gartner went back to race modifieds, so Jamestown promoter Terry Voeltz was tapped to take over the series and the now popular six consecutive night format was adopted. The Tour grew with more drivers and fans started

to follow the entire series as a racing vacation. Many changes were made to standardize rules, procedures, and payouts to level the playing field. These changes worked.

## GROWTH AND CHANGE

The years 1993—1997 were years of consistent growth as sponsors were secured and points funds for drivers were adopted. John Gartner returned as director after he retired as a driver from racing in 1994. During this time a split within the state in sanctioning bodies caused the Tour to become IMCA sanctioned for the first time in 1997. In 1998 the series took a dip in car counts as the split of cars between IMCA and WISSOTA in the state was beginning to be a factor. On the positive side, the much larger IMCA sanction





# TOUR HISTORY continued

brought cars to ND from as far away as Tennessee and Colorado.

In 1999 the Tour adopted a non-sanctioned format in an attempt to bring in former WISSOTA cars back. Car counts came back and the Tour started getting national exposure for the first time. In 2008 the series went back to IMCA sanctioning,

creating yet another expansion in car counts and national exposure. Drivers started coming from all over the continent to try to become the Tour Champion. In 2010 XR started broadcasting on pay per view TV and national racing magazines started covering the Tour. A second division—the IMCA Stock Cars was added to the event.

## THE TOUR IS A BUCKET LIST

Now in its 33rd year, the Dakota Classic Modified Tour is now the longest running modified tour in the country, as well as the largest. IMCA considers the Tour one of their “Crown Jewels” due to the car counts, as well as the talent that is coming to race the series from a wide geographic area. We have

survived floods, tornadoes, and now a national pandemic, yet the event continues its stable focus on outstanding racing by great drivers at great tracks. Many drivers and even fans feel that attending the Tour satisfies one of their “Bucket List” events they want to be a part of in their racing careers.





## **FAST FACT:**

THE TOUR IS AGAIN AN INTERNATIONAL SERIES AS ESTEVAN, SASK. CANADA IS NOW BACK ON THE SCHEDULE. ESTEVAN JOINED THE TOUR IN 2000.





# PAST CHAMPIONS

## MODIFIEDS

|      |                                     |      |                                         |      |                                  |
|------|-------------------------------------|------|-----------------------------------------|------|----------------------------------|
| 2022 | Tom Berry Jr, Des Moines, IA.       | 2011 | Jay Noteboom, Hinton, IA                | 1999 | Joren Boyce, Minot, ND           |
| 2021 | Tim Ward, Harcourt, IA              | 2010 | Brian Mullen, Seymour, WI               | 1998 | Joren Boyce, Minot, ND           |
| 2020 | Austin Arneson, Fargo, ND           | 2009 | Jay Noteboom, Hinton, IA                | 1997 | Ron Schreiner, New Richmond, WI  |
| 2019 | Tom Berry Jr., Newburg, ND          | 2008 | Hank Berry, Sidney, MT                  | 1996 | Kent Arment, Aberdeen, SD        |
| 2018 | Hunter Marriott, Brookfield, MO     | 2007 | Steve Arpin, Fort Francis, Ont., Canada | 1995 | Leo Burkhardtmeier, Bismarck, ND |
| 2017 | Hunter Marriott, Brookfield, MO     | 2006 | Troy Cordes, Raymond, IA                | 1994 | Marlyn Seidler, Underwood, ND    |
| 2016 | Hunter Marriott, Brookfield, MO     | 2005 | Dean Mahlstaad, Garner, IA              | 1993 | Leo Burkhardtmeier, Bismarck, ND |
| 2015 | Ricky Thornton Jr., Adel, IA        | 2004 | Hank Berry, Sidney, MT                  | 1992 | Leo Burkhardtmeier, Bismarck, ND |
| 2014 | Jeff Taylor, Cave City, AR          | 2003 | Hank Berry, Sidney, MT                  | 1991 | Jeff Decker, Dickinson, ND       |
| 2013 | Aaron Turnbull, Estevan, SK, Canada | 2002 | Ed Turnbull, Estevan, SK, Canada        | 1990 | No Champion Crowned              |
| 2012 | Hank Berry, Sidney, MT              | 2001 | Joren Boyce, Minot, ND                  |      |                                  |
|      |                                     | 2000 | Mike Spaulding, Bemidji, MN             |      |                                  |



## STOCK CARS

|      |                                    |
|------|------------------------------------|
| 2022 | Trent Grager, Sykeston, ND         |
| 2021 | Zachary Madrid, Phoenix, AZ        |
| 2020 | Elijah Zevenbergen, Occheyedan, IA |
| 2019 | Ricky Thornton Jr., Adel IA        |
| 2018 | Elijah Zevenbergen, Occheyedan, IA |
| 2017 | Elijah Zevenbergen, Occheyedan, IA |
| 2016 | Elijah Zevenbergen, Occheyedan, IA |
| 2015 | Elijah Zevenbergen, Occheyedan, IA |
| 2014 | Dalton Flory, Williston, ND        |
| 2013 | Elijah Zevenbergen, Occheyedan, IA |
| 2012 | Shawn Havel, Algoma, WI            |
| 2011 | Nathan Burke, Minot, ND            |
| 2010 | Kelly Henderson, Minot, ND         |
| 2009 | Nathan Burke, Minot, ND            |
| 2008 | Nathan Burke, Minot, ND            |





## **FAST FACT:**

**IMCA STOCK CARS JOINED THE  
TOUR AT ALL TRACKS. THEY WERE  
AN INSTANT HIT!**



# THE TRACKS



## JAMESTOWN SPEEDWAY

JAMESTOWN, ND

For several years now Jamestown has been the first stop on the Tour, and the race last year was a driver and fan favorite. Jamestown



itself is a city of 15,000 residents surrounded by an economy dominated by agriculture. The ¼ mile

high banked track produces great racing and the pit area has room for 300 plus cars. Jamestown was one of the original Tour tracks created way back in 1990.



## NODAK SPEEDWAY

MINOT, ND

Minot was the second of the three tracks that united in 1990 to host the Tour and they have been with us ever since. Located



on the massive ND State Fairgrounds, surrounded by a city of 40,000 people, the 3/8 mile high banked race track is run by the Nodak

Race Club—the oldest racing club in the US. The huge grandstand has seating for over 6,000 spectators, and the pit area has room for well over 200 haulers, with much of it paved. Racing has been a mainstay in Minot for almost 70 years

# THE TRACKS



## ESTEVAN MOTOR SPEEDWAY

ESTEVAN, SASK. CANADA

Last year Estevan could not be a part of the Tour as the border was closed due to the Covid pandemic. Now the virus is very close to being in our rear view mirror, so the promise we made to the race fans of Estevan will be fulfilled. The city has about 15,000 residents and the track is a high banked 3/8 mile facility that has a unique spectator grandstands/concession area that joins the pit area grandstands. How many racing tours go international? Yes, Estevan is in Canada, even though its just a few miles from the border.



## WILLISTON BASIN SPEEDWAY

WILLISTON, ND

Williston Basin Speedway is located on the Upper Missouri Fairgrounds and home to the city of Williston-a still busy city of 30,000 plus residents with oil development located nearby. Hotels are now plentiful, and much more economical for the consumer post boom times.



The track is a high banked 1/4 mile facility with ample pits in the nearby fairgrounds and good camping facilities. Many new improvements have been made to the track and this race is their largest of the year.



# THE TRACKS



## SOUTHWEST SPEEDWAY

DICKINSON, ND

Dickinson is home to many oil companies and has grown to a city of about 20,000 residents. Southwest Speedway is located 10 miles south of town and it is a tight, paper-clipped shaped, high banked 1/4 track that has a unique start/finish line on the back straight away. The pit area has ample room and excellent viewing for pit crews and excellent concessions nearby. Some great racing has been the norm during the Tour at Southwest Speedway since they got involved with the Tour starting in 1991.



miles south of town and it is a tight, paper-clipped shaped, high banked 1/4 track that has a unique start/finish line on the back straight away. The pit

## DACOTAH SPEEDWAY

MANDAN, ND

Just 90 miles straight east of Dickinson is Dacotah Speedway, and home to one of the original tracks on the Tour—Dacotah Speedway.



The Mandan-Bismarck area is growing and now home to well over 110,000 residents. The track has hosted a Tour race every year since its inception in 1990. The

3/8 mile high banked track is a driver favorite that has three pit areas and room for well over 200 haulers. The park like facility has seating for 4,000 spectators with can't miss viewing opportunities and great concessions. Hotel rooms are plentiful with over 2,800 nearby, and on site camping with full services.





# By The Numbers

1. The Tour is the oldest and largest of any IMCA Modified Tours in the country.
2. The IMCA Stock Car portion of the Tour is also one of the largest in the country.
3. Pre-Tour social media promotion on several regional and international web sites starts approximately 30 days before the series starts.
4. The main Tour website [www.dakotamodtour.com](http://www.dakotamodtour.com) gets over 75,000 hits during this time. Every time a fan opens the page the title sponsor is seen first with the sponsor's logo and name right at the top.
5. Web hits during the Tour average 5,000 per day.
6. Locals newspapers and electronic media cover the Tour every night of the series at their local track.
7. Drivers from 15 US states and two Canadian provinces consistently race on the Tour each July. Most all drive large diesel powered tow rigs that can hold multiple cars and large pit crews.
8. Racing fans can watch the live action at one of the six tracks racing on their individual night, on pay-per-view TV-IMCA-TV, or by watching it after the actual date.
9. Live racing numbers: Jamestown-2,000-2,500, Minot-(ND State Fairgrounds) 3,000-3,500, Estevan-1,500-2,000, Williston-2,000-2,500, Dickinson-1,500-2,000 and Mandan- 1,500-2,000.
10. Pay-per-view numbers: Depending on the day of the week and venue chosen they can range from 500—1,200. The Title Sponsor has the option to run live ads at no cost on PPV.
11. Re-runs on PPV are very popular with many venues getting well over twice their nightly views during the course of the year.
12. PPV locations are largest in Iowa, Arizona, California but were found in over 40 states during the six nights of the series. Canada lead all foreign countries but we had viewers from Germany, France, Australia and Japan in 2022.
13. Most live and PPV fans watching were from rural communities of less than 5,000 in population. Many racers are farmers so that number fits their fan base.

## FAST FACT:

**IN 2015 THE TOUR SET A RECORD FOR MODIFIEDS WHEN BOTH JAMESTOWN AND MANDAN HAD 101 CARS ENTERED.**





# TITLE SPONSORSHIP

- Title Sponsors name/logo will appear on all print and electronic advertising for the event as the exclusive Title Sponsor.
- Title Sponsors name will be on the IMCA website as the exclusive Title Sponsor for the event.
- Title Sponsors name will be highlighted on all IMCA on demand web coverage.
- Title Sponsors name will appear on the Tour website as the exclusive Title Sponsor for the event.
- Printed materials/advertising (supplied by the sponsor) given out to all registered drivers.
- All electronic media would display your logo as the Title Sponsor on all radio and IMCA-TV advertising.
- Four 30 second TV ads or two 60 second Title Sponsor specific (sponsor provides ads) would appear each night of the series on IMCA-TV during specific break times.
- Title Sponsors and logo printed on the front and back of over 750 Tour T-shirts. Your logo would be displayed on both sides as the exclusive Title Sponsor.
- PA announcements will be made at all six events at six racetracks.
- A 20' X 4' Title Sponsor specific banner would be created and displayed at every track in front of the grandstands and in the pits. The cost of the banner
- Pace car privileges for all races.
- Photo opportunities with winning drivers.
- Product giveaway opportunities at the track. Your decal would be displayed on both sides of EVERY race car in two divisions. All cars would have to display your decal to race.



## INVESTMENT: \$15,000 PER YEAR FOR THE ENTIRE SERIES

THESE FUNDS WOULD BE USED BY THE SIX INDIVIDUAL TRACKS TO AUGMENT THE DRIVER PAYOUT EACH NIGHT OF THE TOUR.  
(3 YEAR CONTRACT REQUIRED)



# TITLE SPONSORSHIP

## REGISTRATION / RESPONSE FORM

YES, WE WANT TO GET INVOLVED WITH BECOMING THE TITLE SPONSOR FOR THIS GROWING EVENT!

SEND MORE INFORMATION ON HOW WE MIGHT GET INVOLVED.

CALL US TO ANSWER QUESTIONS WE HAVE.

CONTACT NAME \_\_\_\_\_

POSITION TITLE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER (BEST TIME TO REACH) \_\_\_\_\_

CONTACT E-MAIL ADDRESS \_\_\_\_\_

## CONTACT INFORMATION

John Gartner

### Dakota Classic Modified Tour

3812 42nd St. NW  
Mandan, N.D. 58554

(701) 202-6075

[Johnygman@bis.midco.net](mailto:Johnygman@bis.midco.net)

**CLICK TO SEND  
THE E-MAIL FORM  
TO JOHN GARTNER**

BY BECOMING A CORPORATE SPONSOR OF THE DAKOTA CLASSIC MODIFIED TOUR A COMPLEMENTARY T-SHIRT WILL BE SENT TO YOU FOLLOWING THE COMPLETION OF THE TOUR.

WHAT SIZE WOULD YOU LIKE?

\_\_\_\_\_





*34th Annual*  
**DAKOTA CLASSIC**  
**MODIFIED TOUR** INDUSTRIAL ELECTRIC  
*Powered By Industrial Electric*

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John Gartner

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(701) 202-6075

[Johnygman@bis.midco.net](mailto:Johnygman@bis.midco.net)

## FAST FACT:

THREE DRIVERS HAVE WON THE TOUR CHAMPIONSHIP THREE TIMES—HANK BERRY, LEO BURKHARDSMEIER AND HUNTER MARRIOT.