

PRE-STAGE

STAGE

2023



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Venom - Introduction



Venom Racing was formed in 2005 and was one of the first teams to sign up for the newly classified Nostalgia Fuel Altered category. The Nostalgia Fuel Altered Association (NFAA) (www.nfaa.info) was formed to encourage old school Fuel Altered cars to race, which up to this point had no official classification and therefore could not compete. The Nostalgia Fuel Altered cars brought something new and exciting to the already popular drag race events, being older looking cars accelerating from a standing start to 100mph in less than 1 second, something that needs to be seen to be believed!

There have been a number of cars that represent Venom Racing, ranging from the Model T Ford to the current car, a classic 1971 Chevrolet Camaro.

1927 Model T Ford on nitro
broke many NFAA records



138 Fiat Topolino, everyone's
favourite and attained the NFAA
nitro records



34 Ford Coupe



Classic 1971 Chevrolet Camaro
SS competing in the Nostalgia
Funny Car class and which has
run 6.01 at a European record
of 245 mph.



The changing faces of Venom Racing



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Tony Betts - Driver



"I am proud to say I don't think you could find a more pleasant and approachable team at any race track in the world." – Tony Betts – Owner/Driver

Drag Racing car history until Venom :

MINORMITE

Morris 1000 with E-Type Jaguar alcohol engine



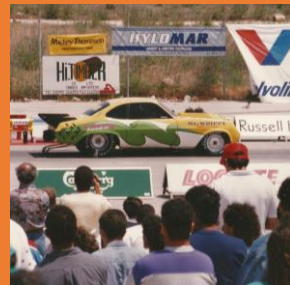
ROBOPOP

Ford Popular (sit up and beg pop)



SPIRIT OF FRENZY

Vauxhall Firenza, sold to Maltese race team where it holds the record for its class



FIAT TOPOLINO

Fuel altered race car built in USA. Held the record as the first 6 second Alcohol Altered drag car in Europe, record stood for 7 years



NITRO FUNNY CAR

Ran for 2 years best ET & speed 6.4 and 245mph



The Venom Racing Team



- Tony Betts - Owner / Driver
- John Wright – Crew chief
- John Mordey - Clutch Technician
- Micky Moore - Clutch Technician
- Jim Mackenzie - Engine Servicing
- Sam Styles - Crew
- Matt Pym – Crew
- Dale Reardon – Crew
- Dean Betts - Fuel & Oil
- Lesley Wright - Data Logger
- Elaine Betts - Catering Hospitality
- Amanda Wakeling- Catering Hospitality
- Victoria Betts - Marketing Manager



Venom Racing team comprises of technicians from Ford Motor Company at Dunton in Essex, company Directors and further team members who deal with marketing and detailing. The owner/driver Tony Betts has been involved in the sport for some 30 years having driven various sportsman classes to achieve his goal of driving a nitro car. He also completed an invitational drive in the United States during 2016. You will find a friendly family atmosphere around the Venom pit where all the wives and partners are involved in some capacity within the team.



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Drag Racing – The people's sport



- Drag racing is one of the most thrilling motorsports there is
- 0 – 100 mph in under 1 second is achieved by supercharged-nitro machines
- Terminal speeds exceed 300 mph
- The public are encouraged to visit the pits to meet drivers and crew
- Watch a crew strip and rebuild an engine in under 2 hours
- Have your photo taken with cars, crew and drivers
- Collect hero cards and have them signed by drivers and crew



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Anatomy of a Funny Car



CHASSIS: With a required wheel base of 124 to 125 inches, a Funny Car chassis is made from about 200 feet of 4130 chromoly tubing. Standard features include front spindles, a steering box, seat, floor pan, motor plates, rear end plates, Fuel tank, all handles, clutch pedal fuel shut-off and parachute release levers, controls cables, oil overflow tank, roll pads and a finished body.

SUPERCHARGER: Mounted on top of the intake manifold on the engine, this belt driven mechanical device forces air into the engine.

BRAKES: The four-wheel disc brakes are activated with a hand lever in the cockpit. The primary braking system is a pair of independently mounted parachutes.

BODY: The body must be a 2000 or later model. A standard body is stretched and lengthened to the desired specifications. Bodies must be removable from the rear using a pull handle release mechanism.

TYRES & WHEELS: The tyres on the rear are 18 inches wide and nearly 10 feet in circumference. The air pressure is at 6 pounds. The front tyres have a minimum wheel diameter of 17 inches. All four tyres must bear the same manufacturer's brand name and must meet size requirements.

ENGINE: The engine of choice is an aluminium version of the famed 426 Chrysler Hemi V8.

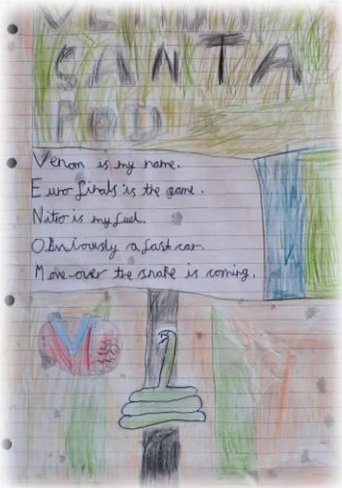
WINGS: Per NHRA rules, the rear spoiler must be mounted to but not built into the body. Made of aluminium, magnesium or carbon fibre, they apply down force to the rear tyres.

FUEL: The powerful fuel that is used in a Funny car is nitromethane, produced by the nitration of propane. Fed by two pumps that can each deliver more than 100 gallons per minute. A typical Funny Car will consume 15 gallons of nitro during a burnout, staging and full pass. Nitro content cannot exceed 90 percent, the remaining 10% being methanol.

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Venom Sponsorship



Why sponsor Venom?

- A cost effective and user-friendly way of marketing
- Large fan base which increases each year
- Unlimited exposure of the car, truck and trailer painted / wrapped in the Marketing Partner's colours, with any design agreement being made in principle before any work is undertaken
- Attendance at the events listed on the 2023 calendar, with the opportunity to expand the venues for subsequent years to ensure maximum exposure for Marketing Partner
- Car can be used as show car at events
- Venom Racing webpage will have Marketing Partner's logo and a link to the webpage, additional company information can be added if required
- The truck and trailer with the Marketing Partner's design will be driven between events on the public highway, exposing their company with a message informing potential customers of what they are about or simply state : Their slogan (to be agreed in the design)
- Hospitality at race events and car shows
- Opportunity for Partner to be represented at shows and race events to reinforce the partnership and extend the marketing focus



*The Venom Racing team and its assets will remain the property of Venom Racing, any sponsorship agreement with Marketing Partner will be purely for marketing activity



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What this means for Marketing partners



Truck and Trailer : Parking for the truck and trailer is always in prominent position

- **Santa Pod Raceway :** Located in the pits next to the race car, where all racegoers have free access; sponsors names are on view from all angles
- **Tierp, Sweden :** As the truck and trailer will be larger than most of the vehicles in the parking area and with a very attractive design this will ensure partner's name stands out, this will draw people to the Venom Racing truck and trailer generally taking photos and sharing these with their friends and, as always, posting them on social media (additional free advertising)
- **Hockenheim, Germany :** The truck and trailer will be parked together, making a quite imposing advertisement for your business, drawing the crowds. The show will also provide the opportunity for your business to be represented at the venue and to carry out marketing activity in line with the company strategy

Race Cars :

- **Santa Pod Raceway :** The main attraction is the car. With its stunning looks and the sound of the 5000 hp engine just starting the car attracts a crowd who want to be part of the action
- **Tierp, Sweden :** Motorsport at Tierp is very well represented, but with only a few examples of drag racing cars this has the effect that people are drawn to the fact that this is certainly something different, a spectacular, very well presented, great looking Nostalgia drag car
- **Hockenheim, Germany :** The appeal of Hockenheim is that this is the home of motorsport in Germany and even Europe, anyone who has an interest in drag racing will make attendance a must. With the car emblazoned fully in partner's design and colours it will certainly stand out from the crowd, ensuring that there will be visitors constantly viewing the car, giving rise to the opportunity to market the company at the event.



Venom at educational visits and roadshows



BACK TO SCHOOL WITH LUCAS OIL

In a scheme conceived by two UK drivers from the world of drag racing, the Lucas Oil Roadshow visited a school in Buckinghamshire back in January (with more to follow later in the year) to demonstrate to more than 400 senior students between the ages of 16-17 how science and technology can be applied to the world of automotive applications.

Bonneville racer Geoff Stillwell and Venom Funny Car racer Tony Betts, who both run cars sponsored by Lucas Oils, conducted a science-based talk for the students, outlining how the study of technology can lead to not only regular automotive applications, but also ultimately to the design and construction of exciting competition machines.

To demonstrate further and

add an extra dimension, Tony Betts took along his seven-second Supercharged Outlaw Class '34 Ford for a static engine fire-up.

The event forms part of Lucas Oils' grass roots to top rank performance strategy. Any school wishing to get involved in a similar event should contact Geoff at the following address: geoff@Beechunderwriting.co.uk

The Venom Racing team take pride in attending car shows, roadshows and educational visits.

The crew recently attended a school in Buckinghamshire to do a talk on drag racing and give a demonstration of the '34 Ford'.



Master Tuner Roland Leong working alongside Venom



Venom Racing were fortunate enough to have a visit from Roland Leong to assist in the tuning of the car which generated a lot of publicity for Venom Racing and increased the ever-growing fan base.



Venom's Current Sponsorship



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Recent Events results



Venom Racing results 2019

- European Champions for 2019
- Winner of the European Finals 2019
- Winner of The Fan's Choice at Dragstalgia 2019.
- NFC Champions 2021
- Festival of Power Winners 2022



Venom Racing Calendar 2023



April



May



July



January							February							March							April						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	31	1	30	31	1	2	3	4	5	27	28	1	2	3	4	5	27	28	29	30	31	1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	1	2	3	4	5	27	28	29	30	31	1	2	24	25	26	27	28	29	30
30	31	1	2	3	4	5	6	7	8	9	10	11	12	3	4	5	6	7	8	9	1	2	3	4	5	6	7

May							June							July							August						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7	29	30	31	1	2	3	4	2	3	4	5	6	7	8	31	1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
29	30	31	1	2	3	4	27	28	29	30	1	2	24	25	26	27	28	29	30	28	29	30	31	1	2	3	
5	6	7	8	9	10	11	4	5	6	7	8	9	31	1	2	3	4	5	6	4	5	6	7	8	9	10	

September							October							November							December						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3	25	26	27	28	29	30	1	30	31	1	2	3	4	5	27	28	29	30	1	2	3
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
25	26	27	28	29	30	1	23	24	25	26	27	28	29	27	28	29	30	1	2	3	25	26	27	28	29	30	31
2	3	4	5	6	7	8	30	31	1	2	3	4	5	4	5	6	7	8	9	10	1	2	3	4	5	6	7

dates still to be released!

August



September



Santa Pod Viewing Statistics



Websites Overview

2022

*Santa Pod
Raceway*

Date	All Sites	Big Bang	BMW Show	Bug Jam	Das Auto Show	DWYB	Fast Show	Ford Show	Fast Show Reloaded	FWD	JapShow Finalc	JapShow	MSA	Online Shop	Retro Show	RWYB	Santa Pod	Stunt Fest	TG Europe	USC	Vauxhall Show
2011	4,873,013	160,729	82,268	401,570	N/A	83,888	246,038	N/A	N/A	41,208	N/A	174,996	72,881	N/A	92,534	170,331	1,892,188	47,608	N/A	696,696	N/A
2012	5,272,621	192,639	79,715	419,741	N/A	68,904	229,511	N/A	N/A	35,906	N/A	145,545	69,217	N/A	75,576	162,501	2,161,465	43,348	N/A	534,207	N/A
2013	5,843,335	200,386	95,959	478,738	N/A	71,558	291,051	N/A	N/A	72,627	2,790	203,363	93,229	N/A	105,084	169,086	2,383,552	59,522	N/A	553,571	N/A
2014	5,874,511	172,089	99,201	472,913	N/A	64,176	237,415	N/A	N/A	73,242	72,747	167,418	98,462	671 (Mar-Dec)	105,272	208,543	2,705,458	67,049	30,313	508,062	N/A
2015	5,531,646	158,331	115,162	408,750	N/A	60,422	230,204	N/A	N/A	61,918	84,415	155,400	106,650	4,334	94,036	254,155	2,496,752	76,210	55,384	512,684	N/A
2016	2,830,200	94,159	79,879	294,735	N/A	55,567	163,481	N/A	N/A	28,547	73,331	89,115	62,518	26,833	66,208	139,949	1,788,664	83,185	24,299	327,222	N/A
2017	1,865,877	86,218	81,648	270,997	N/A	45,081	156,551	N/A	N/A	32,729	72,616	78,522	43,081	30,050	45,913	111,180	1,499,811	46,418	8,661	305,919	N/A
2018	2,432,399	100,212	119,855	223,226	1,873	38,805	181,393	1,811	4,858	20,561	51,324	83,158	24,101	25,978	85,019	140,188	1,961,354	11,510	9,948	263,254	4,587



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