

VIRGINIA INTERNATIONAL RACEWAY

PARTNER EXPERIENCES



virnow.com

VIR HYPERFEST

VIR SERVICES USED:

-  Track
-  Off-Road
-  Autocross
-  Karting
-  Event Support
-  Campgrounds
-  Security
-  Lodging
-  Dining
-  Logistics

VIR HOSTS “THE AUTOMOTIVE AMUSEMENT PARK”

Since 2015, VIRginia International Raceway has welcomed thousands of automotive enthusiasts to its track for one special weekend each year: HyperFest.

VIR’s second largest event gives people the chance to immerse themselves in the world of motorsports and beyond. With the property’s 1,300 acres and six track configurations, racing is a big part of the event. But

there’s more—a lot more. Food, music, spectator events and camping to name a few.

“The event has something for everyone,” says Brian Eggert, HyperFest attendee-turned-operations-manager. And that’s because VIR has taken on the role of more than just host—they’re a partner, committed to the motorsports community and eager to bring the wildest ideas to life.

1,300 ACRES | **2** NIGHTS | **20,000** PEOPLE | **Nonstop Fun**

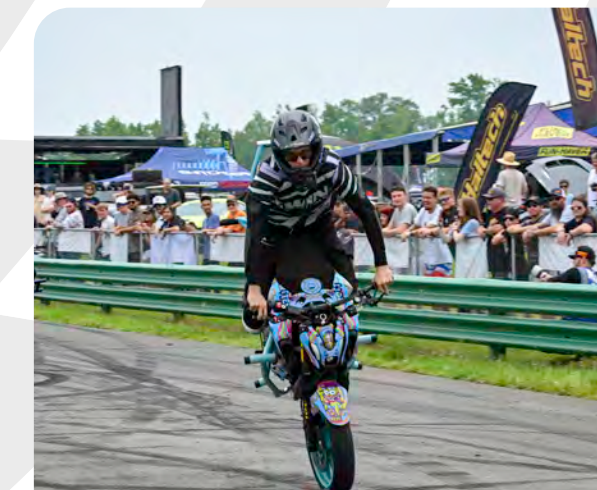
THE POWER OF AN OPEN-MINDED TEAM

HyperFest founder, Chris Cobetto, describes the event as more of a circus than he originally anticipated. What started as a road racing event with a little bit of drifting has turned into a 20,000-person festival with a little bit of everything. The beauty of holding the event at VIR is that the team is always eager to hear Chris and his team’s creative ideas—and make them happen.

“VIR works to make it ‘yes’ if they can,” Chris says. “They want to see people have fun. They want to help build the community.” The result is a mashup of activities so vast, one person can’t do it all in one weekend. And that’s one reason people keep coming back—there’s always something new.



VIR works to make it a ‘yes’ if they can.



BIGGER FACILITY, BETTER OPPORTUNITY

VIR eventually became the only facility that could—and would—support an event as large and diverse as HyperFest. With two main tracks that accommodate road racing and drifting, VIR was perfectly set up for the event. And thanks to ample acreage and “Dirt World,” the event had room to grow into different disciplines like off-roading, rally riding, and more.

In addition to providing more space, VIR is a destination in itself—one that automotive enthusiasts want to visit. “It’s 100% nicer,” says Brian. “Aesthetically, it’s one of the top five or six tracks, I’d say, in the country.”



VIR is the MOTORSPORTS MECCA

Over time, HyperFest has reached beyond enthusiasts to draw experienced drivers and collectors as well. Thanks to VIR’s professionalism and built-in security, both groups feel comfortable bringing their prized vehicles to the ever-growing festival.

HyperFest 2025 even brought a few celebrities to the party, including Grammy Award-winning singer, songwriter, and producer turned car enthusiast, T-Pain, and Dion Dawkins, an offensive tackle from the Buffalo Bills, who both drifted on VIR’s Patriot Course.

CAMP AT THE TRACK

At VIR, you don’t have to leave when the sun sets. Overnight ticketholders camp at the track, which offers electric hookups as well as sites for RVs, tents and car camping. No matter how simple or extravagant the setup, everybody has the chance to stay close to the action, even trackside.

The track’s expansive acreage accommodates family campsites farther away from the late-night DJ and dance floor. It’s a win-win for parents wanting the convenience of staying on-site and kids needing their rest for the kid zone the following day.



Singer, Songwriter, and Producer T-Pain in his car ready to drift on the Patriot Course during HyperFest



More than a track. More than an event space. VIR is the ultimate destination for unforgettable experiences.

To schedule a private tour or book your own team experience, email GroupSales@VIRnow.com or call 434.822.7700.



Track



Track Support



Off-Roading



Logistics



Security



Catering



Lodging



Dining



Scheduling



Autocross



Campgrounds



Hospitality



Villas



Karting



Shooting Ranges



Event Support



Tavern



