

SPECIAL EVENTS



MAD TRACK ARENA



DETROIT'S MOST UNIQUE EVENT SPACE

PRIME LOCATION

EASY TO FIND, HARD TO MISS

Minutes from Everywhere

Mad Track Arena is conveniently located in Detroit's Midtown at the northwest corner of I-75 and Mack Avenue. Easily recognized by its iconic white dome on the skyline, our facility is just minutes from I-94, M-10, Woodward Avenue, and all major roads leading into the city.

Getting here is simple—We offer free parking in the adjacent Crockett High School lot, and both DDOT and the QLINE stop nearby. Whether you're arriving by car or public transit, Mad Track Arena is closer than you think.



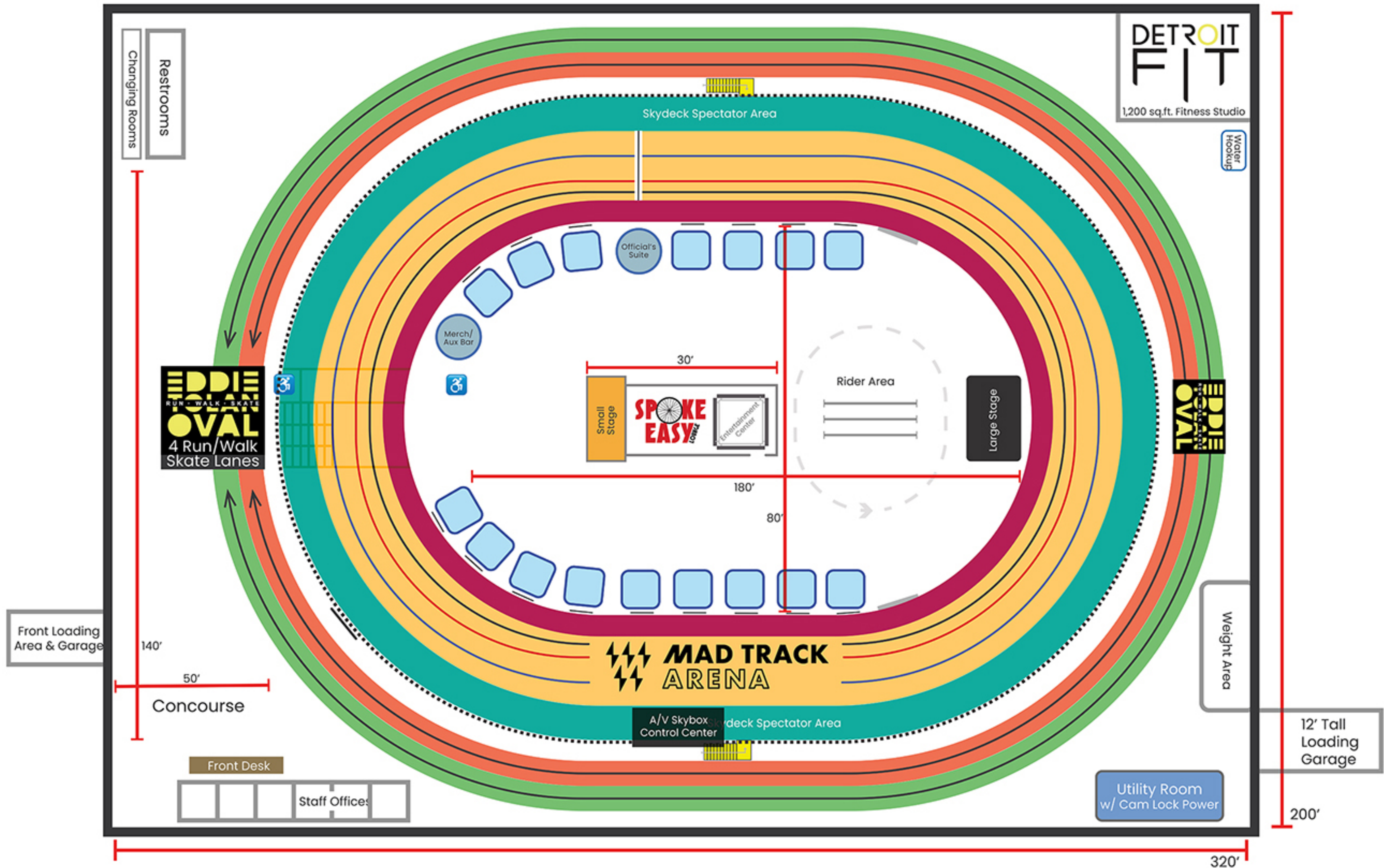
313.265.6725

Event Coordinator

Michelle Potas

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THE SPACE



THE PACKAGES

**NO SMOKING, HELIUM BALLOONS,
GLITTER, CONFETTI, GLASS, OR BEADS
ARE ALLOWED IN OUR FACILITY**

PLATINUM PACKAGE

\$10,000 – up to 950 guests

Our Platinum Package features all the options and access to all there is inside the big white dome at I-75 and Mack Avenue. Your event will take on a special luster when hosted at Detroit's most interesting venue.

- 24 hour access** to the facility (including setup and tear down)
- Removal of all cycling equipment and furniture (if desired)
- Opening of the Velodrome track to allow access for cars, furniture, stages, equipment, backdrops, etc. for an additional fee
- Access to all 64,000 sq. ft. including 15,000 sq. ft. Infield, all suites, ET Oval, and Coucourse

- Two Stages for your use, one removable and expandable (standard 4'x8' adjustable staging)
- Basic A/V capability with the use of 21 Television screens (must supply HDMI display device)
- Front desk access
- All programming cancelled
- Cash bar included
- Licensed catering and vendors permitted
- Catering and housekeeping deposits are additional
- Event insurance is required

Beverage packages or liquor license escrow are available for an additional cost

GOLD PACKAGE

\$5,000 – up to 400 guests

This scaled down, premium event package is great for live shows, galas, dance parties, weddings and more! With access to our 10'x10' suites – you can offer VIP packages or seating – or turn them into boutiques or networking stations, display modules and more.

- 8 hour access to the facility between the hours of 7am and 1am any day of the week (including setup and tear down)
- Use of the front half of the Infield including suites (~8,000 sq. ft.)
- Low stage included

- Basic A/V capability with the use of 17 Television screens (must supply HDMI display device)
- ET Oval Usage (flat track outer concourse area)
- All programming cancelled
- Cash bar included
- Licensed catering and vendors permitted
- Catering and housekeeping deposits are additional
- Event insurance is required

Beverage packages or liquor license escrow are available for an additional cost

THE PACKAGES

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SILVER PACKAGE

\$3,000 – up to 250 guests

The Silver Package has all the elements of Gold but is ideal for a smaller crowd. Think networking meet-ups, unique fundraisers, volunteer appreciation events and more. Use your imagination to transform traditional events into something spectacular at the Lexus Velodrome.

- 6 hour access to the facility between the hours of 7am and 1am Monday through Thursday (including setup and tear down)
- Use of the front half of the Infield including suites (~8,000 sq. ft.)
- Low stage included

- Basic A/V capability with the use of 17 Television screens (must supply HDMI display device)
 - ET Oval Usage (flat track outer concourse area)
 - Cash bar included
 - Licensed caterers permitted
 - Catering and housekeeping deposits are included in contract
 - Event insurance is required
- Beverage packages or liquor license escrow are available for an additional cost**

BRONZE PACKAGE

\$300 / \$500 – up to 30 / 50 guests

A perfectly impressive venue for smaller gatherings: Birthday parties, showers, meetings or more intimate events. Ideal space for games, easel displays, welcome tables, gifts, etc. – all set against the backdrop of the Lexus Velodrome cycling track!

- 4 hour access to the facility between the hours of 9am and 4pm (including setup and tear down)
- Use of the front half of the Infield including one suite
- Your choice of music playlist over House PA System

- An infield assistant to manage the bar and help with your needs
 - Bloody Marys & Mimosas or Specialty Cocktails available upon request
 - Approved catering & packaged food allowed
 - Restrictions: Regular programming may be taking place
- Please no outside beverages**

RENTAL POLICIES

NO SMOKING, HELIUM BALLOONS, GLITTER, CONFETTI, GLASS, OR BEADS ARE ALLOWED IN OUR FACILITY

SEE IT Call 313.265.6725 to arrange your tour

Call us to schedule a tour, and discover all the possibilities our one-of-a-kind space offers. From intimate gatherings to large celebrations, work conferences to club events, our venue can be reconfigured to suit your needs—making your event shine at Detroit's most unique destination.

PICK A PACKAGE

We provide a wide range of options to make the most of our space, with flexible schedules, varied setups, and price points to match your needs. Browse through our event packages to find the one that best fits your vision, or work with us to "custom fit" a package designed just for you.

BOOK IT

Choose your date—weekend or weekday, morning, afternoon, or evening. We'll hold your reservation for 48 hours, giving you time to review the rental agreement and ensure our space is the right fit. To secure your date, a 50% deposit is required. Once your deposit is received, your confirmed!



IMPORTANT DETAILS

- 50% Deposit is non-refundable
- Remaining 50% and add-on fees due 4 weeks prior to event
- Pay fees by credit card – 4.2% fee, bank check or ACH
- Security may be required
- Liability insurance is required
- Liquor license escrow is available at an additional fee

KID-CENTRIC COOL



We love kids—and their parties! The more young people we can welcome to Mad Track Arena, the better. In fact, we offer a free cycling program for youth ages 17 and under, where they can learn to ride a bike, race on the track, and even set their sights on big goals like competing in National Championships.

But it's not just about cycling—kids also love Mad Track Arena simply because it's unique, exciting, and unlike anywhere else. Whether it's a birthday party, field trip, after-school meetup, club gathering, or another special occasion, we can help you plan an unforgettable experience that will have them talking for weeks.

Contact us today to explore all the ways we can make your kid-focused event truly extraordinary.



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Event Coordinator

Michelle Potas

michelle@madtrackarena.com

GENERAL INFO

LOCATION

601 Mack Ave.
Detroit, MI 48201

CONTACT

313.265.6725
contact@madtrackarena.com

WEBSITE

www.madtrackarena.com
www.detroitfit.org

NON PROFIT

Mad Track Arena is owned and operated by the Detroit Fitness Foundation a Michigan 501c3.

OUR MISSION

"To provide fitness and sport opportunities for area residents with a focus on youth and seniors."

ACCESSIBILITY

Mad Track Arena is committed to providing approachable services to all patrons.

Mad Track Arena is wheelchair accessible

Mad Track Arena, Detroit's most unique alternative sports and event facility, is truly a place like no other on Earth. From high-energy Olympic-style track cycling races to elegant black-tie galas, cutting-edge tech summits to bustling flea markets, unforgettable weddings to lively skating parties, and even large-scale industry conventions—our versatile venue can bring any vision to life. Whatever you can imagine, we have the space, flexibility, and expertise to make it happen. We look forward to working with you to turn your dream event into a reality!

