



## Major Contingency Sponsorship

### Description:

Major Sponsorship is the NHRA's most far-reaching contingency program. It offers product recognition to a massive audience and allows direct communication with thousands of Professional and Sportsman racers, hundreds of thousands of national event spectators, and a media reach to millions of the nation's consumers.

A Major Contingency award posting must be made on a single product and brand, which must be approved for posting by NHRA and be SFI approved where applicable.

Races required for posting:  
All NHRA national events.

### Eliminator categories and classes available for postings:

#### Professional:

- Top Fuel (one class)
- Funny Car (one class)
- Pro Stock (one class)
- Pro Stock Motorcycle (one class)
- Pro Mod (one class)

#### Sportsman:

- Alcohol Dragster (one class contested at selected National events)
- Alcohol Funny Car (one class contested at selected National events)
- Competition Eliminator (Will be contested at selected National events) \*^
- Super Stock \*^
- Stock \*^
- Super Gas (one class) ^
- Super Comp (one class) ^
- Super Street (one class contested at selected National events) ^
- Top Sportsman (one class contested at selected National events) ^
- Top Dragster (one class contested at selected National events) ^

\*At selected national events, drivers compete to determine each of the class winners in Super Stock and Stock. When this occurs, you may post contingency awards for the winners of all Stock and/or Super Stock classes. These are known as the Class Winner Awards and can be considered part of your minimum posting and payout guarantee.

^At all national events, sportsman drivers who are semi-final finishers are eligible for contingency gift certificate awards from participating sponsors. These awards are considered part of your minimum posting and payout guarantee.

### Minimum posting requirements:

NHRA has established a minimum posting requirement for each of the following categories. Your postings must meet or exceed these minimums:

Professional winner	\$500
Professional runner-up	\$100
Sportsman competitor winner	\$300

Sportsman competitor runner-up	\$100
Super Stock class winner (optional)	\$100
Stock class winner (optional)	\$100
Sportsman competitor semi-finalist (optional)	\$50 gift certificate

Number of races available for posting:  
 You must post contingency at all Mello Yello Drag Racing Series Events.

Participant reach:  
 Estimated at more than 10,000. (Participant is counted separately for each day registered at a national event.)

Spectator reach:  
 Up to 125,000 per event. (Spectator is counted separately for each day attending a national event. Includes paid and guest attendance.)

Media reach:  
 Estimated at nearly 300 million media impressions per year.  
 National and local media are present at each of the national events, as are representatives of industry publications.

Benefits and services:  
 Product Use and Verification; Display Space; Display Vehicles; Signage; Credentials; Sponsor Viewing Area; Accommodations; Sponsorship Listing; Special Advertising Rate

**Associate Contingency Sponsorship**

Description:  
 The Associate Contingency Sponsorship program offers accessibility to NHRA national events without the cost of preparing and operating a merchandise display. It is an excellent program for establishing product recognition for new companies and/or companies that want to introduce themselves to the contingency program with limited costs.

An Associate Contingency award posting must be made on a single product and brand, which must be approved for posting by NHRA and be SFI approved where applicable.

Number of races available for posting, markets affected, eliminator categories available for posting, participant reach, spectator reach, and media reach are the same as for Major Contingency Sponsorship.

Number of races available for posting:  
 You must post contingency at a minimum of eight Mello Yello Drag Racing Series Events.

Benefits and services:  
 Product Use and Verification; Signage; Credentials; Sponsor Viewing Area; Accommodations; Sponsorship Listing

Other programs for which you are eligible:  
 Associate Sponsors are also eligible to post contingency awards for the NHRA Lucas Oil Drag Racing Series of divisional events, the Summit Racing Equipment ET Racing Series and the Harley-Davidson Drag Racing Series.

**Pro Stock Motorcycle Contingency**

Description:  
 This sponsorship program offers companies a unique opportunity to reach NHRA's massive national event audience through the exciting competition of Pro Stock Motorcycles.

A Pro Stock Motorcycle Contingency award posting must be made on a single product and brand, which must be approved for posting by NHRA and be SFI approved where applicable.

Number of races available:

Pro Stock Motorcycle will be contested at selected National events. (Please refer to the enclosed current year contract for exact number and location of events).

NHRA estimates participant levels at 450 racers. (Participant is counted separately each time he/she enters a national event.) Competition is expected to fill 16-bike fields.

Spectator reach:

Up to 125,000 per event. (Spectator is counted separately for each day attending a national event. Includes paid and guest attendance.)

Media reach:

Estimated at nearly 300 million media impressions.

National and local media are present at each of the national events, as are representatives of industry publications.

Benefits and services:

Product Use and Verification; Signage; Credentials; Sponsor Viewing Area; Accommodations; Sponsorship Listing

### **Pro Mod Contingency**

Description:

This sponsorship program offers companies a unique opportunity to reach NHRA's massive national event audience through the exciting competition of Pro Mod.

A Pro Mod Contingency award posting must be made on a single product and brand, which must be approved for posting by NHRA and be SFI approved where applicable.

Number of races available:

Pro Mod will be contested at selected National events. (Please refer to the enclosed current year contract for exact number and location of events).

NHRA estimates participant levels at 250 racers. (Participant is counted separately each time he/she enters a national event.) Competition is expected to fill 25-car fields.

Spectator reach:

Up to 125,000 per event. (Spectator is counted separately for each day attending a national event. Includes paid and guest attendance.)

Media reach:

Estimated at nearly 300 million media impressions.

National and local media are present at each of the national events, as are representatives of industry publications.

Benefits and services:

Product Use and Verification; Signage; Credentials; Sponsor Viewing Area; Accommodations; Sponsorship Listing

### **NHRA Lucas Oil Drag Racing Series Contingency**

Description:

NHRA Lucas Oil Drag Racing Series competitors accumulate points toward the national championship by competing in national and divisional events. The rules allow racers to compete in additional events for their point totals, so Lucas Oil competitor participation in the divisional series is quite high. Contingency sponsorship of this series offers

your company cost-effective reach to a large number of participants and fans, as well as exposure in 46 markets in the U.S. and Canada (number may vary).

A Lucas Oil Drag Racing Series Contingency award posting must be made on a single product and brand, which must be approved for posting by NHRA and be SFI approved where applicable.

Number of races available for posting:  
All races in the series.

Eliminator categories available for posting:  
NHRA Lucas Oil Drag Racing Series competitors only:

- Top Alcohol Dragster
- Top Alcohol Funny Car
- Competition Eliminator
- Super Stock
- Stock
- Super Comp
- Super Gas
- Super Street
- Top Sportsman
- Top Dragster

Number of races available for posting:  
You must post contingency at all Lucas Oil Drag Racing Series Events.

Participant reach:  
Approximately 15,000 plus registered NHRA Sportsman drivers compete in the NHRA Lucas Oil Drag Racing Series.

Media reach:  
NHRA's official publication, National DRAGSTER, provides regular coverage of the NHRA Lucas Oil Drag Racing Series of divisional events. National DRAGSTER readership is estimated at more than 220,000 per week. Coverage is also provided on nhra.com.

Benefits and services:  
Product-use Verification; Display Space; Signage; Credentials; Sponsorship Listing

### **NHRA Summit Racing Series Contingency**

Description:  
This is an exceptionally good program for a company wanting to reach grassroots competitors on their home turf. The program requires a minimum investment to reach thousands of E.T. racers around the nation. Total actual participation is estimated at more than 10,000 participants competing each week at 130 NHRA member tracks.

A Summit Racing Series Contingency award posting must be made on a single product and brand, which must be approved for posting by NHRA and be SFI approved where applicable.

Number of races available for posting:  
Eight events. Seven divisional championships and one final championship event to determine an overall champion in each category, called the NHRA Summit Racing Series Finals, are contested each year. The location of the championship races in each division varies each year. However, each race draws from a consistent base of racers.

Eliminator categories available for posting:  
Super Pro, Pro ET, Sportsman, Motorcycle  
You must post awards for winners and runners-up in all three car categories; Motorcycle eliminator posting is optional.

Number of races available for posting:  
You must post contingency at each Summit Racing Series event.

Participant reach:  
Approximately 20,000 registered racers compete in the NHRA Summit Racing Series.

Media reach:  
NHRA's official publication, National DRAGSTER, provides regular coverage of the NHRA Summit Racing Series. National DRAGSTER readership is estimated at more than 220,000 per week.

Benefits and services:  
Product Use and Verification; Display space; Signage; Credentials; Sponsorship listing

### **NHRA Harley-Davidson Drag Racing Series Contingency**

Description:  
NHRA Harley-Davidson Drag Racing Series competitors accumulate points toward the national championship by competing in divisional events. Contingency sponsorship of this series offers your company cost-effective reach to a large number of participants and fans, as well as exposure in 10 markets in the U.S.

Number of races available for posting:  
All races in the series.

Eliminator categories available for posting:  
NHRA Harley-Davidson Drag Racing Series competitors only:

- Top Fuel
- Pro Gas
- Draggin' Bagger
- Street Pro
- Hot Street

Minimum posted races:  
You must post contingency awards at all NHRA Harley-Davidson Drag Racing Series events.

Media reach:  
NHRA's official publication, National DRAGSTER, provides regular coverage of the NHRA Harley-Davidson Drag Racing Series. National DRAGSTER readership is estimated at more than 220,000 per week.

Benefits and services:  
Product Use and Verification; Display space; Signage; Credentials; Sponsorship listing