



2008 NMCA DRAG RACING SERIES CONTINGENCY CONTRACT



The 2008 NMCA Official Contingency Program is designed to drive your product sales, increase your brand awareness and serve as a strong marketing avenue to the huge street/strip market. The NMCA Contingency Program is an effective way to support street-legal drag racing while increasing product sales and developing loyalty from street/strip racers.

NMCA CONTINGENCY PROGRAM FACTS:

The NMCA Contingency Program is the largest cash program in all-domestic street legal drag racing, with over 80 participating brands, over 150 different products, and over \$3 Million in total posted cash.

Contingency is only as good as the number of competitors and future competitors that know about it. NMCA has the marketing tools to get out the message & sell parts to our existing community of racers and future competitors:

- Each issue of Fastest Street Car, NMCA's monthly magazine, has a detailed listing of contingency postings (25,000 Copies/Issue).
- Fastest Street Car prints a "Contingency Corner" for each class specific event editorial that lists what parts the winner had on his car and how much contingency he was awarded.
- The NMCA Rule Book has a multi-page listing of contingency postings (10,000 copies distributed).
- NMCA's web site, www.nmcadigital.com, contains an "instant" contingency list (20,000 unique visitors/mo).

IMAGE PROGRAM

ProMedia developed the first ever "image program" in an effort to provide manufacturers with valuable photography for future promotion. These live action, all rights released, photos of our competitors may be used by contingency sponsors for their own promotional purposes - in ads, in catalogs, in brochures, on the internet etc.

LOGO USE

All contingency sponsors may use special logos developed to help them promote their support and draw attention to their components:

- NMCA Official Contingency Supporter Logo
- Pays NMCA Cash! Logo

PAYOUTS:

- Professional:
- Sportsman:

WIN:

\$300
\$150

R/U:

\$100
\$75

CLASSES:

Pro Street, Super Street 10.5, Nostalgia Pro Street, Xtreme Street, Pro Stock
Street Race, Mean Street, Late Model EFI, Open Comp, Nostalgia Super Stock, Nostalgia Muscle Car

PRODUCT LISTINGS:

	P/S	S/S	NPS	X/S	P/ST	S/R	M/S	EFI	O/C	NSS	NMC
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Product Verification Required? No Yes If yes, product will be & must be visually identifiable.

Your company must mail and pay contingency awards directly to qualified racers within 30 days following each event. NMCA/ProMedia will supply your company with racers' names, addresses and social security numbers. Sponsor must provide decals for racers no larger than 40 sq. inches. NMCA will provide personnel to verify decal and product use. Failure to pay competitors within a reasonable time period may result in loss of contingency sponsor rights. By signing this form, I verify that I have read these terms and agree to them.

Print Name: _____ Signature: _____ Date: _____

Company: _____ Phone# To List: _____

Address: _____