

2009 NMRA Ford Nationals CONTINGENCY CONTRACT

The 2009 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 NMRA Contingency Program is an effective way to support Ford Drag Racing while increasing product sales and developing loyalty from Ford racers and enthusiasts.

NMRA Contingency Program Facts

The NMRA Contingency Program is the largest cash program in Ford drag racing, with over 80 participating brands, over 180 different products, and over \$4 Million is total posted cash.

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

- Each issue of *Race Pages*, the NMRA's monthly magazine, has a listing of contingency postings (25,000/Issue).
- *Race Pages* 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 NMRA Rule Book has a multi-page listing of contingency postings (10,000 copies distributed).
- The NMRA's web site, www.nmradigital.com, contains an "instant" contingency list (52,000 unique visitors/month).

Image Program

The NMRA 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:

- NMRA Official Contingency Supporter Logo
- Pays NMRA Cash Logo

PAYOUTS

	Win	R/U	Classes											
Professional	\$300	\$100	Outlaw 10.5, Super Street Outlaw, EFI Renegade, Hot Street, Drag Radial											
Sportsman	\$150	\$75	Real Street, Pure Street, Factory Stock, Modular Muscle, Super Stang, Open Comp, Truck & Lightning											
Product Listings:			10.5	SSO	REN	HS	DR	RS	PS	FS	MM	SST	OC	TR
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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>
Product Verification Required?			No <input type="checkbox"/>	Yes <input type="checkbox"/> 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. NMRA/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. NMRA 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: _____

Company: _____ Phone# To List: _____

Address: _____ Date: _____