



# 2012 NMCA West Street Car Series CONTINGENCY CONTRACT

The 2012 NMCA West 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 car market. The NMCA West Contingency Program is an effective way to support street car racing while increasing product sales and developing loyalty from street car racers.

### NMCA West Contingency Program Facts

The NMCA West Contingency Program is the largest cash program in West Coast Street Car racing, anticipating over 50 participating brands, over 100 different products, and over \$1.5 Million in total posted cash.

### 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.

Contingency is only as good as the number of competitors and future competitors that know about it. NMCA West 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/her car and how much contingency he/she was awarded.
- The NMCA West Rule Book has a multi-page listing of contingency postings (10,000 copies distributed).
- NMCA West's web site, [www.nmcadigital.com](http://www.nmcadigital.com), contains an "instant" contingency list (26,000 unique visitors/month).

### Logo Use

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

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

# PAYOUTS

	Win	R/U	Classes										
<b>Professional</b>	\$300	\$150	Pro Street, True 10.5, X275 Drag Radial, Outlaw 8.5, Hot Street										
<b>Sportsman</b>	\$150	\$75	Nostalgia Street Car, Open Comp, Mustang Madness, Super Quick, Quick Street										
<b>Product Listings:</b>				<b>P/S</b>	<b>TT5</b>	<b>X275</b>	<b>O85</b>	<b>HS</b>	<b>NSC</b>	<b>OC</b>	<b>MUST</b>	<b>SQ</b>	<b>QS</b>
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"/>
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"/>
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"/>
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"/>
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"/>
<b>Product Verification Required?</b>	<b>No</b> <input type="checkbox"/>			<b>Yes</b> <input type="checkbox"/> <b>If yes, product will be &amp; must be visually identifiable if possible.</b>									
<i>If product cannot be identified for any reason, you will see CNI on your company's post event report. Any receipt verifications from racers to prove product usage is the sole responsibility of the company posting contingency.</i>													

Your company must mail and pay contingency awards directly to qualified racers within 30 days following each event. NMCA West/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 West 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: \_\_\_\_\_ Company: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Published Contact Phone # to List: \_\_\_\_\_

### SEND POST-EVENT CONTINGENCY REPORTS FOR PAYMENT TO:

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_