2012 NMCA Drag Racing Series

CONTINGENCY CONTRACT

The 2012 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.

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 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 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 (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 Official Contingency Supporter Logo
- Pays NMCA Cash Logo

PAYOUTS

	Win	R/U	Classes
Professional	$300	$150	Pro Street, Super Street 10.5W, Nostalgia Pro Street, Xtreme Street, Pro Stock, Drag Radial
Sportsman	$150	$75	Mean Street, Late-Model EFI, Open Comp, Nostalgia Super Stock, Nostalgia Muscle Car

The Following Specialty Events Include a Variation of Pro ($300/$150) & Sportsman ($150/$75) Classes:
Late-Model HEMI (1 Event), LSX Challenge (4 Events), NMCA Texas (TX-1 Event), Cobra Jet Showdown (CJ-1 Event)
Chevy High Performance Nationals (CHP-1 Event)

Product Listings:	**P/S**	**S/S**	**NPS**	**X/S**	**PSTK**	**DR**	**MS**	**EFI**	**O/C**	**NSS**	**NMC**	**HEMI**	**LSX**	**CJ**	**TX**	**CHP**
1._____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2._____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3._____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4._____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5._____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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

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 reponsibility of the company posting contingency.

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: _____ Company: _____

Signature: _____ Date: _____

Published Contact Phone # to List: _____

SEND POST-EVENT CONTINGENCY REPORTS FOR PAYMENT TO:

Contact: _____ Phone: _____

Street: _____

City: _____ State: _____ Zip Code: _____

Email: _____