



2012 NMRA Ford Nationals CONTINGENCY CONTRACT

The 2012 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 in total posted cash.

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.

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/her car and how much contingency he/she 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).

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	\$150	Pro Outlaw 10.5, Super Street Outlaw, EFI Renegade, Hot Street, Drag Radial													
Sportsman	\$150	\$75	Coyote Stock, Factory Stock, Modular Muscle, Super Stang, Open Comp, Truck & Lightning													
<i>The Following Specialty Events Include a Variation of Pro (\$300/\$150) & Sportsman (\$150/\$75) Classes:</i>																
<i>NMRA Texas (TX-1 Event), Terminator / GT500 Shootout (GT-Maryland & Kentucky Events Only)</i>																
Product Listings:				10.5	SSO	REN	HS	DR	CS	FS	MM	SST	OC	TR	TX	GT
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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>
Product Verification Required?				No <input type="checkbox"/>	Yes <input type="checkbox"/>			If yes, product will be & must be visually identifiable if possible.								
<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. 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: _____ Company: _____

Signature: _____ Date: _____

Published Contact Phone # to List: _____

SEND POST-EVENT CONTINGENCY REPORTS FOR PAYMENT TO:

Contact: _____ Phone: _____

Street: _____

City: _____ State: _____ Zip Code: _____

Email: _____