

HOT ROD **DRAG** **WEEK** **2011**

SPONSORSHIP **PROGRAMS**



1,000 Miles. Five Days. 6-second E.T.s
September 11 - September 16 2011

HOT ROD'S 7TH ANNUAL DRAG WEEK™

Adding hardcore drag racing and the survival techniques necessary to accomplish Power Tour®.

THE EXPERIENCE –

Imagine driving your street/strip car on a 1,000-mile loop visiting 4 different race tracks sans support vehicles, and then returning to the first location for the final day of racing. Drag Week participants make up 10 classes and each street machine is required to travel with all provisions, tools and equipment on board.

THE DATES –

- **Sunday, September 11** – *Heartland Park - Topeka, KS*
Test & Tune – Mandatory Tech Inspection
- **Monday, September 12** – *Heartland Park*
Race Day #1 , Afternoon Drive to Great Bend, KS
- **Tuesday, September 13** – *Great Bend Dragway, Great Bend, KS*
Race Day #2, Afternoon drive to Amarillo, TX
- **Wednesday, September 14** – *Amarillo Dragway, Amarillo , TX*
Race Day #3, Afternoon drive to Tulsa, OK
- **Thursday, September 15** – *Tulsa Raceway Park, Tulsa, OK*
Race Day #4, Afternoon drive to Topeka, KS
- **Friday, September 16** – *Heartland Park - Topeka, KS*
Afternoon Finals. Afternoon Finals

THE CHALLENGE –

The fastest and most reliable cars make up the winners list by the end of the week, but simply surviving Drag Week™ is a feat unto itself.



PRESENTING SPONSOR



BENEFITS

- A primary location for support vehicles, trailers, display at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2011 *HOT ROD* Drag Week logo in corporate advertising.
- Company Logo included with Drag Week logo.
- Minimum of (3) public address announcements during each event day.
- Minimum (5) banner placements trackside each day (sponsor supplies banners).
- Opportunity for product sampling and giveaways (some limitations may apply).
- Logo on participant T-shirts as specified with Drag Week logo.
- Logo in *HOT ROD* Magazine editorial coverage as specified with Drag Week logo.
- Items included in participant goodie bag.
- Opportunity to present award to event winner. (Prize to be determined cooperatively with *HOT ROD* Magazine staff.)

With each sponsorship, *HOT ROD* requests a product contribution / gift certificate for the winners of each class.

SPONSORSHIP NET COST: \$15,000

I understand and accept all of the terms of the above sponsorship (please check box).

Company _____ Title _____

Authorized Signature _____

Name (type or print) _____

e-mail _____

Address _____

City/State/ZIP: _____

PH: _____ FAX: _____

SIM Rep: _____ Signature: _____ Date: _____

50% is due upon signing and is non refundable. Balance must be received 30 days prior to event. First right of refusal for the 2012 event is Dec. 1, 2011.

NOTE: Corporations seeking multiple brand logo representation will be subject to a brand surcharge. Limited apparel and novelty merchandise sales and no companies can share display space.

Sponsors cannot invite third party media companies to participate for internal or external coverage. All coverage is the property of SOURCE INTERLINK MEDIA.

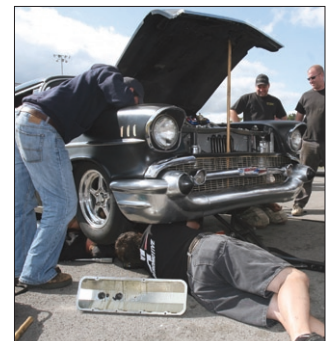
No use of *HOT ROD* or *HOT ROD Magazine Drag Week™* logos or phrases (without publisher's approval).

SPONSORSHIP OF DRAG WEEK DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

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Jenny schmitz
317-422-4114
Jenny.Schmitz@sorc.com



CLASS SPONSOR



BENEFITS

- A 20'x20' display at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2011 *HOT ROD* Drag Week Class Sponsor logo in corporate advertising.
- Minimum of (3) public address announcements during each event day.
- Minimum (3) banner placements trackside (supplied by sponsor).
- Opportunity for product sampling and giveaways (some limitations apply).
- Logo on participant T-shirts.
- Logo in *HOT ROD* Magazine editorial coverage.
- Opportunity to place items in participant goodie bag.
- Class sponsor award will include the class sponsor's logo.
- Opportunity to brand identify class participant vehicles with side window decal (sponsor supplies decal).

Classes available for sponsorship include:

- Daily Driver
- Small-Block N. Aspirated (Lowest Avg. E.T.)
- Big-Block N. Aspirated (Lowest Avg. E.T.)
- Modified N. Aspirated (Lowest Avg. E.T.)
- Pro Street N. Aspirated (Lowest Avg. E.T.)
- Gasser A/FX
- Small-Block P. Adder (Lowest Avg. E.T.)
- Big-Block P. Adder (Lowest Avg. E.T.)
- Modified P. Adder (Lowest Avg. E.T.)
- Pro Street P. Adder (Lowest Avg. E.T.)
- Unlimited (Lowest Avg. E.T.)

With each sponsorship, *HOT ROD* requests a product contribution / gift certificate for the winners of each class.

SPONSORSHIP NET COST: \$6,000 Per Class

I understand and accept all of the terms of the above sponsorship (please check box).

Company _____ Title _____

Authorized Signature _____

Name (type or print) _____

e-mail _____

Address _____

City/State/ZIP: _____

PH: _____ FAX: _____

SIM Rep: _____ Signature: _____ Date: _____

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NOTE: Corporations seeking multiple brand logo representation will be subject to a brand surcharge. Limited apparel and novelty merchandise sales and no companies can share display space.

Sponsors cannot invite third party media companies to participate for internal or external coverage. All coverage is the property of SOURCE INTERLINK MEDIA.

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TRACK SPONSOR

HOT ROD
DRAG
WEEK 2011

BENEFITS

- A 20'x20' display at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2010 HOT ROD Drag Week Class Sponsor logo in corporate advertising.
- Minimum of (3) public address announcements during each day of the event.
- Prominent public address announcement of Track Sponsor level at sponsored track.
- Minimum (2) banner placements trackside (banners supplied by sponsor).
- (10) Banner placements trackside at Track Sponsor date.
- Opportunity for product sampling and giveaways (some limitations apply).
- Logo on participant T-shirts.
- Logo in HOT ROD Magazine editorial coverage.
- Track sponsor award will include the track sponsor's logo for **quickest E.T. for that day's efforts.**
- **Track Sponsorships are available for:**
 - Test & Tune & Kickoff *(SOLD)*
 - Day 2 - Great Bend, KS
 - Day 3 - Amarillo, TX
 - Day 4 - Tulsa, OK
 - Finale - Topeka, KS

With each sponsorship, *HOT ROD* requests a product contribution / gift certificate for the winners of each class.

SPONSORSHIP NET COST: \$6,000 Per Track

I understand and accept all of the terms of the above sponsorship (please check box).

Company _____ Title _____

Authorized Signature _____

Name (type or print) _____

e-mail _____

Address _____

City/State/ZIP: _____

PH: _____ FAX: _____

SIM Rep: _____ Signature: _____ Date: _____

50% is due upon signing and is non refundable. Balance must be received 30 days prior to event. First right of refusal for the 2012 event is Dec. 1, 2011.

NOTE: Corporations seeking multiple brand logo representation will be subject to a brand surcharge. Limited apparel and novelty merchandise sales and no companies can share display space.

Sponsors cannot invite third party media companies to participate for internal or external coverage. All coverage is the property of SOURCE INTERLINK MEDIA.

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OFFICIAL PRODUCT SPONSOR



BENEFITS

- A 20'x20' display at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2011 HOT ROD Drag Week Official Sponsor logo in corporate advertising.
- Minimum of (2) public address announcements during each event day.
- Minimum of (3) banner placements trackside (sponsor supplies banners).
- Logo on participant T-shirts.
- Logo in HOT ROD Magazine editorial coverage.
- Opportunity to place items in participant goodie bag.

With each sponsorship, HOT ROD requests a product contribution / gift certificate for the winners of each class.

50% is due upon signing and is non refundable. Balance must be received 30 days prior to event. First right of refusal for the 2012 event is Dec. 1, 2011.

NOTE: Corporations seeking multiple brand logo representation will be subject to a brand surcharge. Limited apparel and novelty merchandise sales and no companies can share display space.

Sponsors cannot invite third party media companies to participate for internal or external coverage. All coverage is the property of SOURCE INTERLINK MEDIA.

No use of HOT ROD or HOT ROD Magazine Drag Week™ logos or phrases (without publisher's approval).

SPONSORSHIP OF DRAG WEEK DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

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SPONSORSHIP NET COST: \$3,500 Per Product

I understand and accept all of the terms of the above sponsorship (please check box).

Company _____ Title _____

Authorized Signature _____

Name (type or print) _____

e-mail _____

Address _____

City/State/ZIP: _____

PH: _____ FAX: _____

SIM Rep: _____ Signature: _____ Date: _____



HOSPITALITY SPONSOR



BENEFITS

- Opportunity to host the racers and participants of *HOT ROD* Drag Week at your facility.
**Note: Your location should be convenient to the route, or nearby and accessible to the Beginning/Finale track. Price does not include hospitality expense*
- Logo and directions to your facility included in route map.
- If desired, a 20'x20' display at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2011 *HOT ROD* Drag Week Official Sponsor logo in corporate advertising.
- Minimum of (2) public address announcements during each event day.
- Minimum of (3) banner placements trackside (sponsor supplies banners).
- Logo on participant T-shirts.
- Logo in *HOT ROD* Magazine editorial coverage.
- Opportunity to place items in participant goodie bag.

With each sponsorship, *HOT ROD* requests a product contribution / gift certificate for the winners of each class.

SPONSORSHIP NET COST: \$2,500

I understand and accept all of the terms of the above sponsorship (please check box).

Company _____ Title _____

Authorized Signature _____

Name (type or print) _____

e-mail _____

Address _____

City/State/ZIP: _____

PH: _____ FAX: _____

SIM Rep: _____ Signature: _____ Date: _____

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