

HOT ROD
DRAG
WEEK **2012**

SPONSORSHIP PROGRAMS



1,100 Miles. Five Days. 6-second E.T.s

September 9 - September 14, 2012

HOT ROD'S 8TH 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 1,100-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 15 classes and each street machine is required to travel with all provisions, tools and equipment on board.

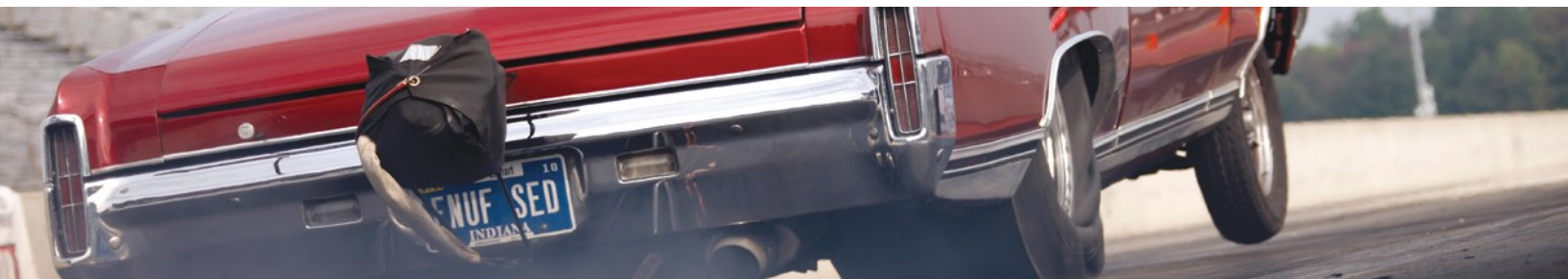
THE DATES –

- **Sunday, September 9** – Tulsa Raceway Park, Tulsa, OK
Test & Tune – Mandatory Tech Inspection
- **Monday, September 10** – Tulsa Raceway Park, Tulsa, OK
Race Day #1, Afternoon Drive
- **Tuesday, September 11** – Texas Motorplex, Ennis, TX
Race Day #2, Afternoon drive
- **Wednesday, September 12** – Thunder Road Raceway
Race Day #3, Afternoon drive Gilliam, LA
- **Thursday, September 13** – Memphis International Raceway
Race Day #4, Afternoon drive Memphis, TN
- **Friday, September 14** – Tulsa Raceway Park
Afternoon Finals. Tulsa, OK



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.



CLASS SPONSOR



BENEFITS

- A display space at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2012 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).

FOR 2012, 15 CLASSES ARE AVAILABLE AND ARE AS FOLLOWS:

- Unlimited
- Pro Street Naturally Aspirated
- Modified Naturally Aspirated
- Super Street Big Block Naturally Aspirated
- Street Race Small Block Naturally Aspirated
- Street Race Big Block Naturally Aspirated
- Gasser / AFX
- Daily Driver
- Pro Street Power Adder
- Modified Power Adder
- Super Street Small Block Naturally Aspirated
- Super Street Power Adder
- Street Race Small Block Power Adder
- Street Race Big Block Power Adder
- Hot Rod

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

SPONSORSHIP NET COST: \$7,500 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: _____

50% is due upon signing and is non refundable. Balance must be received 30 days prior to event. First right of refusal for the 2013 event is Dec. 1, 2012.

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.

CONTACT INFO:

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TRACK SPONSOR

HOT ROD
DRAG
WEEK 2012

BENEFITS

- A display space at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2012 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 all 5 race days.**

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

SPONSORSHIP NET COST: **\$7,500 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 2013 event is Dec. 1, 2012.

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.

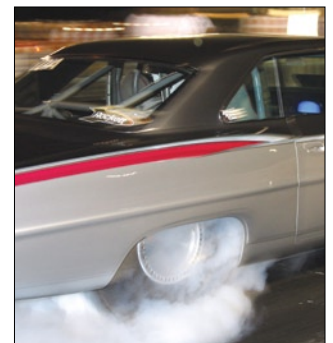
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OFFICIAL PRODUCT SPONSOR



BENEFITS

- A display space at each venue of Drag Week. Distributor may retail sponsor's products only.
- Right to use 2012 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: \$5,000 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: _____

50% is due upon signing and is non refundable. Balance must be received 30 days prior to event. First right of refusal for the 2013 event is Dec. 1, 2012.

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