



National Hot Rod Association (NHRA)
Member Track Benefits Summary

February 2016

Letter to the Tracks



Through the support and participation of NHRA Member Tracks, NHRA continues to be recognized throughout the world as the single largest motorsports governing body. And we don't take that title lightly. It's a banner that we carry proudly as we continue to work with local government dignitaries and law enforcement officials on your behalf to fight for the right to race and to provide safer racing facilities for all hot rodding enthusiasts.

It was NHRA's mission back in 1951 when NHRA Founder Wally Parks first had a vision of helping to provide alternative dragstrip locations for those who were, at the time, racing illegally on public streets. That mission remains the central priority for NHRA as it moves through the 2016 racing season.

There are more than 120 NHRA Member Tracks across North America that host NHRA-sanctioned competitions each weekend of the year. In addition, through our NHRA Worldwide Program, even more tracks around the globe showcase NHRA's unique brand of competition.

With more than 60,000 NHRA members, the NHRA Member Track network provides a valuable service to the most serious hot rodders on the planet. By catering to every type of racer, from juniors, to teens, to hobby amateurs, to semi-pro and even those who compete on the professional level, NHRA Member Tracks provide an inventory of specially-designed NHRA racing programs that meet the needs of anyone who has the desire to mash the gas and go fast. We hope that you understand the importance of your commitment, as you carry on the legacy that was started by Wally Parks more than 60 years ago.

Sincerely,

A handwritten signature in black ink, appearing to read "Graham Light".

Graham Light
SVP Racing Operations



WIN the WALLY



At just more than one-foot tall with a classy brass finish, he stands on a solid wooden platform and is the most sought after man in the world of NHRA Drag Racing. Be warned, **he is elusive** and only the very best can catch him.

It is the **ultimate quest for every drag racer**; from the weekend warrior Super Street competitor to the 10,000 horsepower gladiators in Top Fuel. When they do earn one, they cling to it with **great passion** because they know there's no guarantee they'll ever win another one.

NHRA Member Tracks have **the exclusive opportunity**, regardless of size or location, to host events with the Wally at stake. The National Dragster Challenge, Summit King of the Track, and Summit Jr. Drag Racing League Challenge events give your local racers the chance to **Win the Wally** at your facility.



- Founded in 1951, the company was originally founded as a means of getting hot rodders off the streets and into a safer environment
- Today, NHRA is the world's largest motorsports sanctioning body and the foremost promoter of drag racing in the world, entertaining millions of racing fans with the fastest and most spectacular form of entertainment on wheels
- Network of approximately 120 tracks in the United States, Canada and Puerto Rico; 6,000+ days of racing are hosted under the NHRA umbrella each year
- An avid fan base of 18.8 million, with a total fan base of 74.4 million across the United States
- Member Tracks benefit from the name / brand recognition of being part of the National Hot Rod Association (NHRA)
 - World's largest motorsports organization with more than 60,000 members
 - Over 60+ years of drag racing experience



Multiple Tiers of Competition



- NHRA Member Tracks are an integral component of NHRA:
 - Over 300,000 participants
 - Approximately 120 NHRA Member Tracks
 - 6,000+ event days annually
 - 1.5 million side-by-side races
- NHRA's multiple tiers of competition provide an opportunity for NHRA Member Tracks to host an array of events



NHRA Mello Yello Drag Racing Series

- NHRA's premier racing series, featuring 24 championship series events a year
- A 10 month, coast-to-coast marketing platform that offers the most geographically diverse motorsport schedule in the United States – impact 34 of the top 50 DMAs
- Up to 100,000 spectators attend each NHRA Mello Yello Drag Racing Series event
- Dedicated broadcasts on Fox / FS1
- The NHRA Mello Yello Drag Racing Series delivers a marketing platform to promote the sport of NHRA Drag Racing and its network of Member Tracks to a national audience
- NHRA Member Tracks are offered (2) Full-Season Hard Cards & (10) Full-Event Credentials per year. Suite access at many events for Track Operators is also available at Mello Yello Drag Racing Series events.



Pro Sportsman Series



NHRA Lucas Oil Drag Racing Series

- NHRA's premier sportsman series, bringing a National Event feel to your track
- National Exposure. 45 events throughout 7 divisions
- Significant Divisional, Regional, and National Championship purse
- Field Marketing support (promotional materials, press releases, ads / coverage in National Dragster) to assist in your marketing and advertising efforts
- Increase of Regional racers that may not have previously competed at your track
- Power in Partnerships: Long standing relationships with Lucas Oil, JEGS, Mopar, Moser Engineering



NHRA Summit Racing Series

- Hosted at nearly all 120 NHRA Member Tracks, the NHRA Summit Racing Series encourages season-long participation at the local track level by the hobbyist racer
- Regardless of commitment levels, it provides its participants with an opportunity to compete for the glory of local track, divisional and a national championship
 - Vie for a share of more than \$300,000 in divisional and national championship purse
 - The championship is held in conjunction with the NHRA Mello Yello Drag Racing Series season finale in Pomona, Calif. \$3,000 tow money to each competitor . \$5,000, Championship Wally and jacket to category champs.
- Summit Racing Equipment track promo kit includes brochures, banners, hats, posters, decals
- Free promotional race kits are available to all NHRA Member Tracks to increase car counts to its NHRA Summit Racing Series events
 - National Dragster Challenge (Wally race)
 - Summit King of the Track (Wally race)
- NHRA State Championships; one annual Championship per state
 - Bringing the best competitors from around the state
 - Wally Plaques to all class winners



Sportsman Series (cont.)



Racing at the Auto Club NHRA Finals
in front of packed grandstands



\$5,000 payday, NHRA Championship Wally trophy
and jacket to go along with his \$3,000 tow money

Additional Series



NHRA Drags: Street Legal Style presented by AAA

- Drives business to your facility on a weekly basis outside of your core racers
- Helps eradicate illegal street racing in your community
- Provides promotional material and marketing tools to enhance awareness of each NHRA Member Track's Street Legal program

NHRA Summit Jr. Drag Racing League

- History. NHRA Summit JDRL was founded in 1992 ; now in its 23rd season
- Over 2,500 NHRA licensed Jr. racers across North America ranging from 5-17 years old
- Summit Racing Equipment continues to support the program and grow the sport from the bottom up
- A racer must compete at your NHRA Member Track to qualify for the prestigious NHRA Jr Drag Racing Conference Finals

NHRA Jr. Street

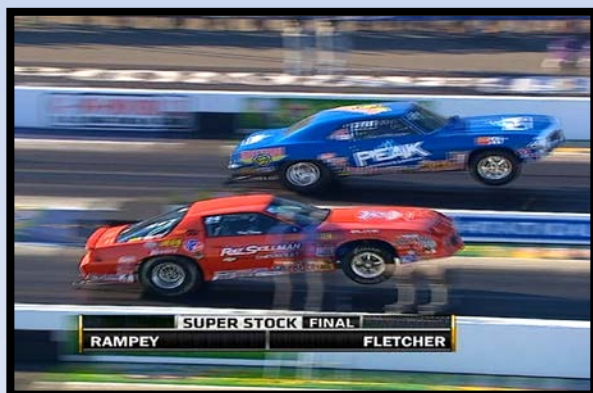
- An inexpensive alternative to get families into the sport and out to your track
- 13-16 Year Olds compete w/ an adult co-driver in street legal vehicles



Television Exposure



- Beginning in 2016, FOX Sports will become the official home of NHRA Drag Racing
- Four NHRA Mello Yello Drag Racing Series events will be televised on broadcast TV via the FOX National Broadcast Network, with the remaining events televised on FOX Sports 1 (FS1) and FS2.
- A minimum of 17 Sunday eliminations shows will be presented in a live coverage format, and the remainder shown in either weekend afternoon or prime time slots
- The Sunday eliminations shows will be a minimum of 3 hours and the Friday / Saturday qualifying shows will be at least two (either 2 hours Saturday or 1 hour Friday and 1 hour Saturday)
- All finals shows guaranteed 3 re-airs the following week (FS1 and FS2) and one qualifying re-air on FS2
- In all, more than 450 hours of NHRA programming will be televised nationally per year on FOX Sports
- NHRA took the television production in-house, which will allow NHRA to develop content for use across all platforms via a multiple use strategy (television, on-site, web, social and mobile)
- NHRA Member Tracks are periodically highlighted in a “Sportsman Spotlight” broadcast feature
 - These vignettes showcase NHRA tracks and its racing programs from across all of NHRA’s seven divisions



Extensive Sportsman Coverage



National Exposure

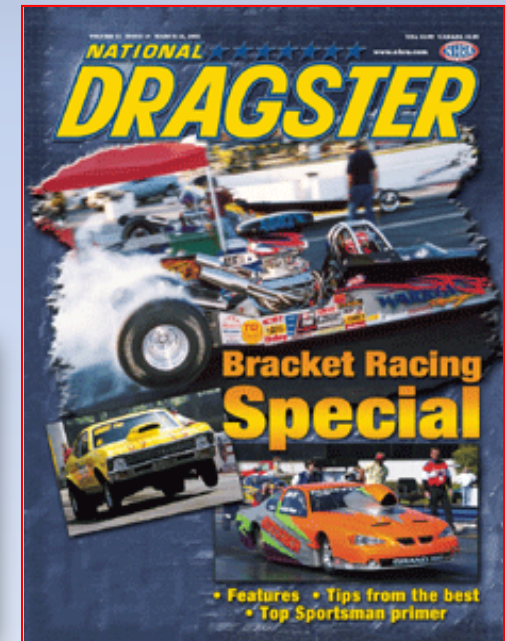


Program Spotlights

National Dragster

- The official magazine of NHRA Drag Racing and companion website NationalDragster.net . Distributed to all 60,000+ NHRA members and at all NHRA Mello Yello Drag Racing Series events.
- NHRA Member Tracks receive exposure value through race / event mentions and continuous coverage
- Multiple sections of the publication are dedicated to NHRA Member Track and sportsman coverage:
 - Be a Winner, Be a Member
 - Bits from the Pits
 - Bracket Racing North America
 - Member Track News
 - Member Track Spotlight
 - NHRA Member Track Directory
 - Racing Calendar
- Special discount advertising for Member Tracks

NATIONAL DRAGSTER®



Web-based Exposure



NHRA.com

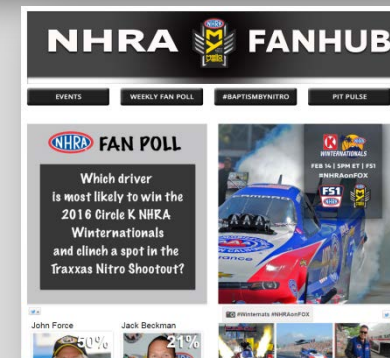
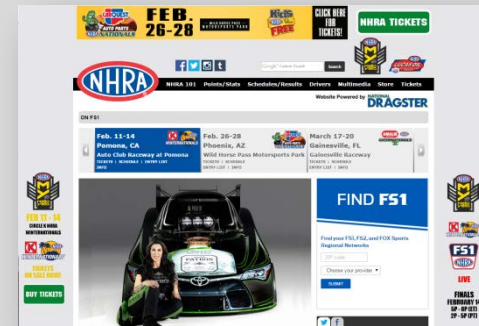
- The official destination for NHRA news and information on the Internet
- Avg. over 1.5 million unique visitors per month
- Dedicated sections on NHRA.com for NHRA Member Tracks
 - Member Track Locator
 - Programs Calendar
 - Hyperlink to track web-sites

NHRA Member Track Website

- NHRAMemberTrack.com is a dedicated website source of information and a tool for all NHRA member tracks
- Information on member track programs, marketing, media relations, logos, licensing and more

Social Media

- NHRA actively engages with its audience via popular social media sites
- Over 1 Million “Likes” NHRA on facebook and nearly 100,000 follow NHRA on twitter
 - The number of people that “Like” NHRA increased by 58% last year



RACE for the WALLY



Free WALLY programs for NHRA Member Tracks

- Intended to enhance an existing or create an entirely new race
- Provides racers the opportunity to compete for the Wally trophy
- Race date and results included in National Dragster and NHRA.com
- Promotional materials included

National Dragster Challenge

- Kit includes (2) Wally trophies, (2) Winners Circle hats, (3) banners, (400) decals
 - Can buy up to (4) more Wallys
- Over 100 tracks compete in this annually

Summit King of the Track

- Crowns a Summit ET racer as the King of the Track
- Flexibility of the program allows a track to customize the program that best fits their needs
- (1) Wally trophy, (4) Winners Circle hats, decal

Summit Jr. Drag Racing League Challenge

- Developed exclusively for Jr. Dragster competitors
- (2) Special Edition Wally trophies, (3) banners, (75) decals
 - Can buy up to (4) more Jr. Wallys



Member Track Madness (additional Box Program)



NEW for 2016, The **NHRA Member Track Madness** program allows NHRA member tracks to develop a unique and exciting event for their racers, whether centered around weekly NHRA Summit Racing Series events or any other categories. The champion will earn a custom #1 trophy as well as two single-day spectator credentials to any NHRA Mello Yello Drag Racing Series event.



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- NHRA**
- SAFETY SAFARI®**
- PRESENTED BY **AAA**



DEDICATED TO SAFETY.

When drag racers see NHRA's trusted slogan, "Dedicated to Safety," they don't usually think it extends to their own financial safety. But NHRA does.

That's why your NHRA Membership comes with a major benefit: \$525,000 access medical insurance*, the kind you'll need and your family will appreciate if you're involved in a catastrophic accident at an NHRA Member Track drag racing event.

If you are injured at an NHRA Member Track drag racing event as a racer, owner/member or even a spectator, your NHRA Membership has you covered. When all your personal insurance benefits have been used, your \$525,000 access policy** steps in to take care of you.

Add in the value of a subscription to National Dragster and National Hot Rodder magazine, discounts on everything from hotels to travel to race car parts, and live online audio of the NHRA Meats Media Drag Racing Series, and you'll see why, at just \$60[†] per year, NHRA Membership is still the best deal in drag racing.

**Already a member?
Thank you for your support.**

NOT A MEMBER YET? YOU'LL BE COVERED FROM THE MOMENT YOU JOIN. CALL 1.800.368.6472 OR GO TO NHRASTORE.COM

NHRA MEMBER INSURANCE FACTS

Fact 1: Coverage includes NHRA Members, NHRA Associate Members, and NHRA Summit Racing Jr. Drag Racing League Members.

Fact 2: It's insurance. There's a lot of fine print. Educate yourself at <http://www.nhra.com/insuranceinfo.aspx>

* Coverage for any other type of accident or illness is not included. Excludes death or other governmental plan. Coverage is, at all times, subject to terms, conditions, exclusions and insurable interest.

** Maximum per person, aggregate cap on total claim. Subject to annual individual cap on claims. National Dragster is licensed under the National Drag Racing Series Rules.

NHRA Membership – Benefits



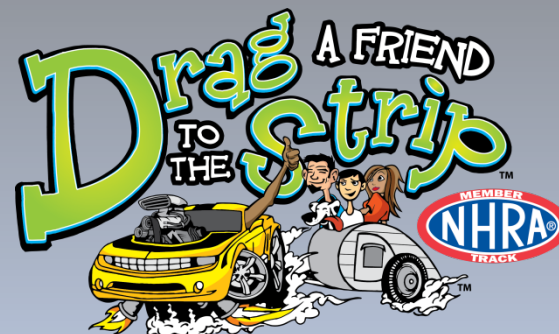
- **You don't have to drive a race car to stand up and be counted as a proud member of NHRA.**
Membership is one of the greatest ways to enjoy and support the world's fastest motorsport.

- **MEMBERSHIP BENEFITS**

- **NHRA *National Dragster* subscription:** Throughout the NHRA Drag Racing season, *NHRA National Dragster* presents spectacular action photography, in-depth features, and much, more. In print and digital, 25 issues per year including the annual **Fan Guide**.
 - Members-only benefits on NationalDragster.net, including:**
 - ... Digital *Dragster* - *NHRA National Dragster* in a vivid digital edition, posted a full week before the cover date!
 - ... NHRA Live Timing Complete with archives of past races
 - ... Easy Online Account Maintenance
 - ... NHRA Rulebook (digital edition) now viewable on your mobile device!
- **3-day live audio broadcast** of every NHRA Mello Yello Drag Racing Series event.
- **Discounts**, including \$10 off your ticket to your favorite NHRA Mello Yello Drag Racing Series events and **10% off NHRA merchandise** from NitroMall at events and online. Once you're in drop by the **Membership Hospitality Center** at select MYDRS events (Pomona, Gainesville, Indianapolis, Pomona)
- **Official** NHRA membership card, collector's pin, and decal
- **Free admission to Wally Parks NHRA Motorsports Museum** in Pomona, California
- **10% off Dragmart classified ads** you place in *NHRA National Dragster*.
- **\$525,000 Excess Medical Insurance***

- **Drag A Friend To The Strip (Campaign)**

- Inspire current racers, fans, and supporters of the NHRA to bring friends to share the speed at NHRA Member Tracks events.
- Supplemented through the use of custom logos, collateral material, National Dragster ads, banner ads and social media content.



- **Track Operator Meetings**

- Each division hosts year-end track operator meetings and champions banquet.
- Meeting of the minds; which includes division and corporate staff, track operators, NHRA tech, competition, and safety members.

- **National Open and Super Quick Series**

- NHRA sanctioned race or points series within the division
- National Dragster pre and post-race support
- Brings in regional racers to your track
- NHRA Wallys awarded!



NHRA Staff, in addition to your Division Office support



NHRA NATIONAL FIELD OFFICE

Competition/Licensing

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Cathy Dyson
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NHRA FIELD MARKETING

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NHRA TECH

Rules/Regulations/Training

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