

# 2017 TRACK OPERATOR MEETINGS

## NHRA Field Marketing

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## Series Update

- Summit Racing Equipment's partnership with NHRA and the Member Tracks run through 2017
- Thank you to all the NHRA Member Tracks for helping with the continued success of this program

## Materials

- Series Hats / Brochures / Posters / Decals

## National & Divisional Championships

- Use these events to promote your series!
- 8<sup>th</sup> Man "Wild Card" Drawing will be held at Summit Racing Equipment NHRA Southern Nationals at Atlanta Dragway



# Summit JDRL / Jr. Street



- ✓ Summit Racing Equipment has renewed their sponsorship through 2018
- ✓ Continued exposure at all National Events, including full event display, on-track exhibitions, and Pre-Race Driver Introductions
- ✓ Promote your junior program at your larger events

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- ✓ Western Conference Finals @ Tulsa  
*June 15-16, 2017 (Thurs-Fri)*
  - ✓ Eastern Conference Finals @ Bristol  
*July 20-22, 2017*

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- ✓ Over 125 licensed competitors
  - ✓ 1/8<sup>th</sup> mile, 9 seconds and slower
  - ✓ Info page on [nhra.com](http://nhra.com) under NHRA 101
  - ✓ Request a NEW Jr. Street banner from [kyazdanseta@nhra.com](mailto:kyazdanseta@nhra.com)

TAKE ADVANTAGE of

NATIONAL

DRAGSTER®

Coverage. It's FREE!

## MEMBER TRACK NEWS

- ✓ Track may submit up to five stories a year.  
Submit to [etracing@nhra.com](mailto:etracing@nhra.com)

## BRACKET RACING NORTH AMERICA (BRNA)

- ✓ Tracks can submit unlimited number of reports which shows agate listings on NHRA.com.  
Submit form through [www.nhra.net/brna](http://www.nhra.net/brna)

## BE A WINNER, BE A MEMBER

- ✓ Racers and tracks submit entries through [www.nhra.net/beawinner](http://www.nhra.net/beawinner) to win valuable prizes from sponsors

The image shows a screenshot of the NHRA Dragster Bracket Racing North America submission form. The form is titled "Bracket Racing North America submission form" and features the NHRA Dragster logo. It includes several sections for user input:

- Track:** A dropdown menu labeled "Select your track".
- Event Date:** A dropdown menu labeled "Select the Event Date".
- Category:** A dropdown menu.
- Submitted By (email address):** A text input field.
- Full name (no nicknames):** A text input field.
- Year, Car, E.T., M.P.H., Dia-in:** A row of input fields for track details.
- W:** A row of input fields for driver information.
- RU:** A row of input fields for driver information.
- Full name (no nicknames):** A text input field.
- Real light:** A checkbox.
- Broke:** A checkbox.
- Send:** Two text input fields for driver names.
- Submit winner:** A checkbox with the text "Submit winner for 'Be a Winner, Be a Member' drawing. (Not sure if category is eligible? Check contest rules [here](#).)"
- Address section:** A section titled "Please fill in winner name in the Bracket Racing North America Submission Form." containing fields for Address, City, State (dropdown), Zip, Day Phone (xxx-xxx-xxxx), Evening Phone (xxx-xxx-xxxx), NHRA Membership #, and Email Address.
- Submit:** A button at the bottom of the form.

# RACE for the WALLY PROGRAMS



- All Access Challenge
  - ✓ Run for the Wally (*same as ND Challenge*)
- NHRA Summit Racing King of the Track
  - ✓ Run for the Wally
  - ✓ *Must post program logo on track website to participate*
- Summit Jr. Drag Racing League Challenge
  - ✓ Run for the Jr. Wally
  - ✓ *Must post program logo on track website to participate*



**DEADLINE to SIGN UP: JULY 1, 2017**

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QUESTIONS? CONTACT MANDI RAMIREZ [MRAMIREZ@NHRA.COM](mailto:MRAMIREZ@NHRA.COM)

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◀◀ SIGN-UP ON MEMBER TRACK WEBSITE ▶▶

◀◀ PROMO BOX WILL ARRIVE A MINIMUM OF 3 WEEKS PRIOR TO EVENT FROM NHRA ▶▶

◀◀ WALLYS WILL ARRIVE 2 WEEKS PRIOR TO THE EVENT FROM CROWN AWARDS ▶▶

# MEMBER TRACK MADNESS

Introduced in 2016 is the NHRA Member Track Madness program

- ✓ For \$100, your track will receive...
  - (1) 14" custom made trophy from Cold Hard Art
  - (2) 1-Day vouchers for any NHRA Mello Yello Drag Racing Series event
- ✓ Only one trophy per track can be ordered
- ✓ Event would be run similar to the Summit King of the Track race



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QUESTIONS? CONTACT MANDI RAMIREZ [MRAMIREZ@NHRA.COM](mailto:MRAMIREZ@NHRA.COM)

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◀◀ *SIGN-UP ON MEMBER TRACK WEBSITE, ON THE SAME FORM AS BOX PROGRAMS* ▶▶

◀◀ #1 TROPHY AND VOUCHER TICKETS WILL BE SENT IN ONE BOX PRIOR TO THE EVENT ▶▶

**DEADLINE to SIGN UP: JULY 1, 2017**





# NHRA Drag Racing STATE CHAMPIONSHIPS

- ✓ One Annual Championship per State
- ✓ Utilize Summit / Jr. classes  
(*Super Pro, Pro, Sportsman, Bike, Jr.*)
- ✓ Sign up through Member Track Website
- ✓ 5 classes + 3 Juniors Max
- ✓ Media
  - Events calendar on NHRA websites
  - Event results & photos in National Dragster
    - Supplied by host track
- ✓ Reinforced / Strengthened plaque



# NHRA Drags: Street Legal Style By AAA



## ✓ Program Partners

- AAA
- Work with your local Beat the Heat members
- Community programs / Schools
- Police Department Street Safety Programs

## ✓ Materials

- Brochures/Decals/Banners
- Media info found on Member Track Website







## Member Track Web Page



- Mobile Friendly (mobile horizontal)
- Access and download of all program logos.
- Enhanced Driver Search
  - ✓ Added sort options (first name, last name, membership)
  - ✓ Added "status" field, showing current NHRA suspensions
  - ✓ Select name for review of current registrations/qualifications
- Program Sign-Ups
  - ✓ Race for the Wally Box Program, State Championship, & Lucas Oil promo material Sign-Ups



Driver Lookup

Driver data is updated at 12 AM and 12 PM PST

Sort By:

First Name:

Last Name:  Search

Membership Number:  Search

Registration Number:  Search

"Click membership account number to review driver's current license credentials"

Member #	First Name	Last Name	City	ST/Prov	Member Exp.	Status
908597	Aaron	Lyons	Mechanicville	MD	06/30/2006	
413087	Aaron Samuel	Lyons	Hollywood	AL	05/15/2009	
269408	Bill	Lyons	Laredo	TX	06/14/1998	
52225	Billy	Lyons	Cleveland	OH	04/30/2017	
190598	Brandon	Lyons	Suffolk	VA	03/12/1993	
152306	Chris	Lyons	Danbury	CT	09/21/2001	
249850	Chris	Lyons	Dallas	TX	02/29/2016	
929645	Daniel	Lyons	Powell	OH	05/31/2016	
154778	David	Lyons	Canton	MI	07/17/2007	

[www.nhramembertrack.com](http://www.nhramembertrack.com)

USERNAME: member track

PASSWORD: dragster

# LOGOS: ON WEBSITE IN VARIOUS FORMATS



NHRA Member Track



Summit Racing Series



Summit Jr. Drag Racing League



NHRA ALL ACCESS CHALLENGE



King of the Track



Member Track Madness



Jr. Drag Racing League Challenge



Jr. Street



NHRA Drags: Street Legal Style - Presented by AAA



Drag A Friend to the Strip



Northeast



Southeast



North Central



South Central



West Central



Northwest



Pacific