



Winding Road Racing Road Racing Contingency Sponsorship Program

We are excited to introduce the 2018 Winding Road Racing Contingency Sponsorship Program. Our objective, as always, is to support amateur road racing in the United States. And we want to introduce our brand to as many racers as possible.

What We Do For You

We pay you, in the form of Winding Road Racing store credits, when you accomplish certain results. When you win, you get store credits, for example. And, because we know the battle farther back in the pack can be just as intense as it is at the front, you get store credits when you finish 15th or 20th.

But that's not all. We want to help novices, so you earn store credit when you get your license with a new sanctioning body. And to help all racers as they go up the learning curve, we give store credits every time you finish a race.

We also want to publicize your exploits, so we credit your account when you send us a photo of your car (displaying WRR decals, as described below). And we credit you when you send us footage from your races.

What You Do For Us

We send you a sponsorship program decal kit to put on your car in specified places. The decals help you help us promote Winding Road Racing at the track and in the media.

We'd also like you to be an ambassador for Winding Road Racing. Tell your racing friends about the program. And be available for pre-race or post-race interviews.

We encourage you to buy your race gear from us as well. And we'd like feedback on products you'd like us to carry or improvements we can make to our program.

Details of the program payouts, graphics and administration are attached.

We hope you will join Team Winding Road in 2018!

Luciana D'Andretta
Marketing Manager

2018 Winding Road Racing Contingency Sponsorship Program for Road Racing							
Payout Levels:	1 st Place ¹	5 th Place ²	10 th Place ³	15 th Place ⁴	20 th Place ⁵	Become Licensed*	Submit Video of 1 st Lap** (see section #6 for upload instructions)
Sponsorship Rewards:	\$100	\$80	\$65	\$50	\$25	\$25	\$25
Contact	Peter Nelson, WindingRoadRacing.com, email: contact@windingroad.com						
Duration:	January 1, 2018 – December 31, 2018						
Sponsorship Requirements & Payouts	<ol style="list-style-type: none"> 1. Requirement: Decals 2. Number of decals required & location: <ol style="list-style-type: none"> a. Front: two decals on the front 2 corners of vehicle <li style="text-align: center;">OR b. Back: two decals on the back 2 corners of vehicle <li style="text-align: center;">OR: c. Interior: one decal placed in the interior of race car; must be visible on camera 3. Decal sizes: <ol style="list-style-type: none"> a. 4” square decals 4. Optional: WRR race suit patch and windshield banner (for purchase) <ol style="list-style-type: none"> a. WRR patch: http://store.windingroad.com/winding-road-racing-contingency-sponsorship---optional-patch-p684.aspx b. Windshield banner: http://store.windingroad.com/winding-road-racing-contingency-sponsorship-decal---optional-windshield-banner-p692.aspx 5. Payouts: <ol style="list-style-type: none"> a. Payouts will be awarded in the form of Winding Road Racing coupons b. A minimum purchase four-times (4x) the coupon amount is required to redeem coupons at checkout, e.g.: <ol style="list-style-type: none"> i. \$50 coupon can be applied to a cart total of \$200 or higher ii. \$100 coupon can be applied to a cart total of \$400 or higher 6. How to Upload Your Race Video: upload your race video here: https://windingroadracing.wetransfer.com/ <ol style="list-style-type: none"> a. In the “Add Your Files” section, include your name, class, car, date, race track and sanctioning body/organization, and video file name. Please do not set any passwords on the file transfer page. We must have this information to give you sponsorship credit for videos. <p>To order decal kit, click here: www.wrrsponsorship.com</p> 						
Classes:	NASA, Others by application.						
Award Details:	<ul style="list-style-type: none"> • See Payout Schedule for award amounts • To claim an award, eligible competitors will need to email a copy of their results (scanned from sanctioning body, MyLaps, or equivalent) with a photo of their car from the event(s) showing the required WindingRoadRacing.com decals in place during the event (within 15 business days of event/3 weeks) • Awards will be sent via email to eligible participants within 15 <u>business</u> days. 						

Restrictions:

- U.S.-based racers only (with exceptions by application).
- WRR reserves the right to cancel or change sponsorship at any time.
- One claim per car. One claim per race weekend.
- Coupons can be used on full-priced items only (sale items not included).
- **Coupons expire after one (1) year.**
- **One coupon award per purchase.**

1. Minimum class car count: 3. Credits only for 1st place, not 2nd -4th

2. Minimum class car count: 7. Credits only for 5th place, not 6th - 9th

3. Minimum class car count: 12. Credits only for 10th place, not 11th - 14th

4. Minimum class car count: 17. Credits only for 15th place, not 16th - 19th

5. Minimum class car count: 22. Credits only for 20th place, not 21st - Nth

* Once per sanctioning body. Only applies to licenses obtained after registering for sponsorship program.

** First-time only (annually)