

Mopar Nationals Event Sponsorship Packages

“The Premiere Mopar Event of the Year”



Basic - "Official Product" Packages

Three optional packages are available, \$1000, \$2000 and \$3000. Your company's product can be listed as the "Official Product" of the 2010 Mopar Nationals. See table below for details.

ITEM	\$500	\$1000	\$2000	\$3000
PA Announcements	X	X	X	X
Signage @ Mopar Nats Registration Tent	X	X	X	X
Midway Maps and Signs at track	X	X	X	X
Premier Location on Midway (space fee extra)		X	X	X
Name/Logo on Event Program Map			X	X
Participant Placards			X	X
Banners @ Starting Line Fencing				X
Printed Event Information				X

Premium - Impact Packages

Get your company's name/logo exposure among the **50,000+** Mopar enthusiasts that attend this event each year. Available options: \$5000, \$7500, \$10,000, \$15,000, \$20,000, \$25,000 & \$50,000. See table below for details. (Includes all of the above Basic packages)

Title rights and co-sponsorship packages are available. Call for details.

ITEM	\$5,000	\$7,500	\$10,,000	\$15,000	\$20,000	\$25,000	\$50,000
Discounted Web Site Advertising	X	X	X	X	X	X	X
VIP Suite Access	X	X	X	X	X	X	X
Name/Logo on Event Brochure	X	X	X	X	X	X	X
Name/Logo on Entry Application	X	X	X	X	X	X	X
Event Program Cover		X	X	X	X	X	X
Logo on Starting Line A Frame		X	X	X	X	X	X
Website Advertising link		X	X	X	X	X	X
Banners @ Entrance Gates			X	X	X	X	X
Name/Logo Back of Event T-Shirt			X	X	X	X	X
Web Site Banner Ad				X	X	X	X
Logo on Event Tickets				X	X	X	X
Logo Participant Window Decal					X	X	X
Co-Sponsorship Title Rights						X	X
Title Rights Sponsorship							X

The Internet - Web Site Banner Ads

Company name and logo advertised on Mopar Nationals Website, www.moparnats.org.net, with link to your web site. With more than 1000 hits per day and 35,000 hits per month, it's a great opportunity to gain year-round exposure to the Mopar enthusiast! Call for details.

"Rapid Transit News" The Official Mopar Nats Internet Publication

Purchase a display ad in our Internet publication. Mopar Nationals has launched a free newsletter subscription for the Mopar Enthusiast. **Rapid Transit News** has all the latest on the Mopar Nationals event, Restoration Tips/How-to-articles, New Product Press Releases, New Mopar Performance parts and accessories, Team Mopar race coverage on the NASCAR & NASTRUCK and NHRA & IHRA tracks across the country. Ask for our rate card. Published Quarterly.

"Distinctive" Sponsorship Packages

Bracket Race & Shoot-Out Sponsorships



Your company's name on an individual race class. Example: The **Mopar Performance** Super-Pro Bracket. See the Tentative Drag Race classes listed below. Cost is the total payout amount and a slight administration fee. Includes your name listed on printed participant material, event advertising, web site listing of event features, PA announcements at the event, supplied company banners on starting line perimeter.

TENTATIVE DRAG RACE CATEGORIES/PAYOUTS

Category	Sponsorship Fee Charged
Super-Pro (7.50-11:99)	\$3500
Pro (10:00 - 13:99)	\$4500
Street (14:00 - Up) DOT/Mufflers	\$1800
Quick 16 (8/8)	\$2800
HEMI (5.7L & 6.1L) Challenge	\$2000
Nostalgic Shoot-Out (Max/Hemi)	\$2000
Stick Shift Class	\$1800
Young Guns Bracket Race	\$1800
Trophy Race – Regular entries	\$ 750



Bracket Race Contingency Money

Have your company sponsor contingency money to those bracket winner(s) that run your product and display your logo. Great for your sales and customer enthusiasm for your product.

Trophy Bracket Class Sponsorship (\$750)

Company name/logo on Trophies/Plaques, printed event material, PA Announcements and signage at the Mopar Nationals registration tent.



Perfect Reaction Time (\$500)

Company name/logo on Trophy/Plaque, printed material, PA Announcements and signage at the starting line. \$250 cash prize would only be paid to any drag race participant that cuts a perfect light (.500) during eliminations. Does not count during time trails or exhibition runs. You have a Company Jacket to award?



Mopar Nationals Burn-Out Contest (\$1500)

Company name/logo on signage and in Mopar Nationals advertising in major Mopar publications. Product and Gift Certificate donations to winners. Two BIG Days! Sponsorship available for the same company both days or for two different companies. The Mopar Nationals Burn-Out Contest is world renowned for its high level of competition couple with unusual presentation by the participants. Having your company sponsor this event offers a high level of exposure as well as magazine coverage.

Dyno "Top Gun" Package (\$750)

Dyno testing has proved to be a crowd pleaser, as competitors strut their stuff. The numbers don't lie! Popular at many shows, Dyno testing is an area that attracts spectators and participants alike. This is an easy way to reach and be seen by the Mopar enthusiast! Package includes Company name/logo on signage at Mopar Nationals registration tent, printed event material, PA announcements and magazine coverage.

Guest Appearances – Have your company be sponsor of one of our famous Guests for this year's event. Fee is based on costs of bringing the guest to the event. (Airfare/Expenses)

Seminar Sponsorship - There are also seminar sponsorship opportunities, or your company may hold a seminar at the Mopar Nats. Call for details & pricing.

Car Corral Package (\$1500)

Company name/logo on signage and banners around car corral. PA announcements at track throughout the weekend. Name/logo in print advertising and event related schedules, maps, etc. Name/logo on car corral placards.

"Tribute Display" (\$2500) – A special display celebrating the Plymouth Duster. A special area and displays depicting the history of the Duster along with reserved parking for those entrants who enter a Duster. Sponsorship will include company name/logo on vehicle plaque card and banners in display area. This display is in a premiere area and is the focal point of the event.

"Concept Cars" – A display of unique Chrysler Corporation/AMC concept cars from years past they have ended up in private hands.

"Mel Majors Mopar Survivors Display" (\$3000)

Unique Display Tent of all Chrysler/Dodge/Plymouth/AMC models that are at least 90% original from paint to interior. Includes signage & banners as well as advertising credits.



Goodie Bag Souvenirs (Item dependent cost)

Mopar Nationals gives out to the first 1500 pre-registered participants a goodie bag. Put your company name/logo on promotional items such as Can-Koolie Insulators, refrigerator magnets, license plates, decals, plaques, Key Chains and much more. You can sponsor the special Mopar Nats Only 1:64 Diecast Car that is given away in each goody bag.

Mopar Nationals Collector Car & Memorabilia Auction (\$5000)



Your company's name/logo as the official sponsor of the Mopar Classic Car & Memorabilia Auction. Mopar Nationals will feature an auction Saturday afternoon of various Mopar memorabilia and Classic Mopar's. Cars have to be 26 years old or more. Company name/logo on signage and banners at Auction site and throughout the track. PA announcements throughout the weekend. Name/logo in print advertising, auction brochures and event related schedules, maps, etc.

Mopar Nationals Concourse Judging (\$7500)

Your company's name/logo as the Official sponsor of the Mopar Nationals Concourse Judging. Includes all printed material, Trophy/Plaques, Back of event T-Shirt, Web site, Event Program, Banners and PA Announcements.

Mopar Nationals OEM™ Certification (\$3000)

Your company's name/logo as the Official sponsor of the Mopar Nationals OEM Certification program. This extremely valuable sponsorship of being the company sponsoring the highest prestige honor to be obtained in the judging of Mopars in the world. Includes all printed material, Back of event T-Shirt, Web site, Event Program, Banners and PA Announcements.



Mopar Nationals Super Cruise (\$2000)

Your company's name/logo as the Official sponsor of the Mopar Nats Cruise which takes place in downtown Heath. Includes all printed material, web site and event program, Banners and PA Announcements.

Kids Match Box Race & Coloring Contest (\$500)

Your companies Name/Logo on Coloring Sheets, banners in display area and on Match Box Race Track. Includes printed material, Web site, Event Program, Banners and PA Announcements.

Participant Window Placards (\$1000)

Have your company name/logo on the window Placard that each car has displayed in their windshield. 3000 vehicles displaying your logo and sponsorship of the Mopar Nationals. Up to 4 companies will appear.

Mopar Nationals Tickets/Window Decals (see Impact Package Details)

Have your companies' name/logo listed as a sponsor of the Mopar Nationals on the Participants & Spectators event tickets and/or vehicle window decals.

Hospitality Suites

Company hospitality suite rentals are available to host corporate functions at the Starting Line Tower. Elevated hospitality rooms offer panoramic views of the show and Drag Race in air-conditioned comfort. Food and beverage service is available. Contact Mopar Nationals for additional information.

**For more information or to discuss a possible sponsorship package, contact:
Jim Bielenda, 313-278-2240 or e-mail at moparnats@aol.com**

“Tribute to the Plymouth Duster”

The Mopar Nationals is like no other event! It is the Premiere Mopar event of the year! Over 3000 cars, 1,900 vendor spaces and 50,000+ Die-Hard Mopar Enthusiasts attend this 3 day event. This will be our 31st Annual Event, so a huge participation is expected! You can not afford to miss this great advertising and sponsorship opportunity. It is the event to gain your exposure among those loyal hobbyists that will purchase your products and use your services. 90% of the vendors report sales that far exceed any other event they attend.

So make plans to participate in the 2011 Mopar Nationals as a sponsor, advertiser or vendor... NOW!

31st Annual Mopar Nationals!

August 12 - 14, 2011

National Trail Raceway, Columbus, Ohio