

# The Nationals Event Sponsorship Packages

## *“The Premiere Mopar Event of the Year”*

50<sup>th</sup> Anniversary of the Hemi & 100<sup>th</sup> Anniversary of Dodge



### **Basic** - "Official Product" Packages

Three optional packages are available, \$500, \$1000, \$2000 and \$3000. Your company's product can be listed as the "Official Product" of the 2014 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 & \$40,000. 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	\$40,000
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 Nats Website, [www.moparnats.org/net](http://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.

## **"Distinctive" Sponsorship Packages**

### **Bracket Race & Shoot-Out Sponsorships**



Your company's name on an individual race class. Example: "The Indy Cylinder Head Nostalgic Shoot-Out". 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, and placement of supplied company banners on starting line perimeter.

### **TENTATIVE DRAG RACE CATEGORIES/PAYOUTS**

<b>Category</b>	<b>Sponsorship Fee Charged</b>
Super-Pro (0 – 8:00) 1/8 mile	\$4500
Pro (9:50 - 13:99)	\$5000
Sportsman (11500 - Up) DOT/Mufflers	\$2000
Quick 16 (8/8) 1/8 mile	\$2500
HEMI (5.7L & 6.1L) Challenge	\$1000
Nostalgic Shoot-Out (Max/Hemi)	\$2000
Stick Shift Class	\$1500
Young Guns Bracket Race	\$1000
Trophy Race – Regular entries	\$ 500
Quickest Reaction Time	\$ 500



### **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 (\$500)**

Company name/logo on Trophies/Plaques, printed event material, PA Announcements and signage at the 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 Burn-Out Contest (\$1000)**

Company name/logo on signage and in 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 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.

**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 (\$1000)**

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 50<sup>th</sup> Anniversary of the Hemi and the 100<sup>th</sup> Anniversary of Dodge. A special area and displays depicting the history of the Hemi Engine & Dodge with reserved parking for those entrants who enter. 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)**

The 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 Nats Only 1:64 Diecast Car that is given away in each goodie bag.

### **Concourse Judging (\$Call)**

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

### **OEM™ Certification (\$3000)**

Your company's name/logo as the Official sponsor of the 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 Super Cruise (\$2000)**

Your company's name/logo as the Official sponsor of the Mopar 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.





## Tickets/Window Decals (see Impact Package Details)

Have your companies' name/logo listed as a sponsor of the 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 us for additional information.

For more information or to discuss a possible sponsorship package;  
313-278-2240 or e-mail at [moparnats@aol.com](mailto:moparnats@aol.com)

# ***“50<sup>th</sup> Anniversary of the Hemi & 100<sup>th</sup> Anniversary of Dodge”***

The 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 34th 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 2014 Nationals as a sponsor, advertiser or vendor... NOW!**

## ***34<sup>th</sup> Annual Nationals!***

**August 8 - 10, 2014**

**National Trail Raceway, Columbus, Ohio**



**Dont miss out on a  
sponsorship opportunity...  
It pays off in increased sales all year long!**

***CUSTOM PACKAGES AVAILABLE!***