



Feb. 8, 2009

Dear Sponsor,

The attached files contain information on the AMA Pro Racing Grand National Championship and AMA Pro Hot Shoe Series racing contingency program.

AMA Pro Racings championship racing consists of several disciplines – Motocross, Supercross, Road Racing, Flat Track and Supermoto. All of these series are followed by thousands of fans at the events and in the press, and each receives significant television exposure in the United States and abroad.

The AMA Grand National Championship and AMA Pro Hot Shoe Series Contingency Program provide promotional opportunities to companies who wish to reach flat track racers and race fans.

If you are new to AMA Pro Racing contingency programs, the information contained in this package will explain how it works.

As a sponsor, you will receive custom race reports and are placed on the AMA Pro Racing distribution list to receive all racing news releases, along with other incentives.

Here's how the program works:

- If you take a few minutes to read this and look over the Contingency Program information included with this email, you'll have all the information you need to decide which series are best for your business interests.
- AMA Pro Racing has programs for all of its major series. AMA Pro Racing officials distribute award claim forms to each participant (tech sheets). The form lists the companies involved in the program and each rider/mechanic check the products they are using at the race.
- Following each race, the official results and claim forms are sent back to AMA Pro Racing for processing.
- Reports are prepared containing useful marketing information. A spreadsheet lists the finish positions in each class and shows which products are being used by each rider. Official results will be sent to you via email within 5 days of the event.
- If awards are earned from your company, a separate sheet lists each rider's name, address, Social Security number, and event location, finish position and award earnings. You then have 30-days to make payment directory to the rider.

Please take a few moments to review the attached materials. Give us a call if you have any questions. We look forward to an opportunity to discuss this with you.

Sincerely,

Gary Kidd
Flat Track Manager
AMA Pro Racing

FT Contingency Rev.2.8.09



2009 AMA PRO RACING CONTINGENCY PROGRAM OVERVIEW

How the program works: Simply read through the enclosed information and decide which option best suit your company's needs. Upon receipt of all completed forms, AMA Pro Racing will then send all licensed riders your company's award postings information so they can decide which product they will be using. When riders arrive at the events, they will fill out AMA Pro Racing's tech sheets/claim forms stating which products they use. Following each event, official results and claim forms are sent back to AMA Pro Racing for processing. A report is compiled listing the results for each race including what products each racer used. A separate personalized report indicates which riders earned awards from your company and the amount of award they are owed. Along with their contact information, these reports will be sent to you following each event. All the work will be done for you.

Award Types: There are two Award Types to choose from:

- **Per Position Award**

Awards are posted for top finishers in each race. i.e.: \$1,000 for a win, \$750 for second, etc (in each class).

- **Top Finisher Award**

Established to pay the top riders endorsing your product, regardless of finishing position in the main/final event. For instance, if your company offers awards for three positions, then the first three riders in the event who have satisfied award requirements will earn the awards, regardless of finish position.

In addition to posting per event awards, you may also post **Championship Awards**, which are posted for specific finish positions in the final year-end championship standings. i.e.: \$5,000 for champion, \$2,500 for runner-up, etc. It is highly recommended that your company posts in both award types. Keep in mind that because your total postings will not be paid out, this allows you to advertise a much higher posting amount than actual dollar amount you will have to pay out.

Award Requirements:

1. All awards must be cash awards, no product or vouchers.
2. Postings must be for all events within the series you are participating.
3. Minimum award postings for AMA Grand National Championship is \$1000 per event, AMA Hot Shoe Series \$500 per event.
4. A minimum award posting for each finish position is \$25.
5. Each posting (and application) must be for a single product only. Additional programs must be submitted to post for additional products.
6. Sponsors are solely responsible for payment of awards, and agree to make said payments to riders within 30 days of notification from AMA Pro Racing.



ADDITIONAL INFORMATION

Paddock Sales: *The display, handout and/or sale of products or services in the paddock to the general public in strictly prohibited without prior written permission by AMA Pro Racing.* Display tents and additional vehicles (such as rental cars) will not be permitted in the paddock. Sponsor signage and display items are allowed on race team trucks and transporters and within the footprint assigned. AMA Pro Racing reserves the right to remove any such items that they believe to be unwholesome or otherwise inappropriate.

Paddock Display: (Must be arranged in advance due to space limitations) Email or fax your requirements to Gary Kidd at gkidd@amaproracing.com; Fax: (817) 764-5666. In order to obtain space in the paddock, the company must be a participant in the Contingency Program. The only exception being that of a team competing in the race program.

Sponsor decals: Sponsors are responsible for supplying AMA Pro Racing with appropriately sized decals no later than 14-days prior to the first event of the series in which the sponsor is posting awards. AMA Pro Racing will make decals available to competitors at event technical inspection. It is the rider's responsibility to display the decals on their motorcycle or apparel desired by company.

Paddock Credentials: In order to exchange any or all of your Paddock Passes for Season Credentials, you must complete the "Season Photo Credential Application" at least 14-days in advance of the series opener. This application will be provided to you by AMA Pro Racing upon receipt of your Contingency Award Program application and appropriate administrative fees. All season credential holders must be AMA members with an expiration date no earlier than December 2009, and must complete the annual release and submit a photo.

How to apply: To participate in the 2009 AMA Pro Racing Contingency Program, complete both the application and posting forms for the series in which you are requesting to participate in full and return with appropriate payment 30-days prior to the first event in which you are posting awards to:

**AMA Pro Racing
Flat Track Contingency
8101 Boat Club Road, Suite 200
Fort Worth, Texas 76179
P (817) 717-2913 F (817) 764-5666
gkidd@amaproracing.com**



2009 AMA PRO GRAND NATIONAL CHAMPIONSHIP CONTINGENCY PROGRAM

*** Base Package (aftermarket companies only)\$No Charge**

Includes all of the following:

1. All contingency postings
2. Web link will be in the contingency information area of the competition site on AMAProRacing.com
3. Race Results via email
4. Advance series information via email
5. Administration of claim forms and payouts

* Base Package requirements: Contingency postings must meet or exceed \$500.00 in actual rider payouts per calendar season. If conditions are not met the remaining balance not to exceed \$500.00 will be invoiced at the conclusion of the AMA season.

Package #1\$500.00

Includes all of the following:

1. All contingency postings
2. Web link will be in the contingency information area of the competition site on AMAProRacing.com
3. Race Results via email
4. Advance series information via email
5. Administration of claim forms and payouts
6. One paddock pass per event

Package #2\$1,500.00

Includes all of the following:

1. All contingency postings
2. Web link will be in the contingency information area of the competition site on AMAProRacing.com
3. Race Results via email
4. Advance series information via email
5. Administration of claim forms and payouts
6. One paddock pass per event

Homologated Machine Requirements:

- A homologated machine in any of the 2009 AMA Pro Racing disciplines package #1 is required.
- A non-homologated machine in any of the 2009 AMA Pro Racing disciplines package #2 is required.

The sponsor is solely responsible for the payment of an award once it has received official notification from AMA Pro Racing that an award is due. The sponsor agrees to indemnify and hold harmless AMA Pro Racing from any and all costs, expenses and other charges (including attorney fees) incurred by AMA Pro Racing as a results of the sponsor not paying an award when due. Additionally, AMA Pro Racing reserves the right to suspend or revoke any credentials or other passes provided to the sponsor in the event that the sponsor does not provide the awards to riders when due.

Company: _____
 Street Address: _____
 City/State/Zip _____
 Contact Name _____ Contact Email _____
 Contact Phone _____ Contact Fax _____
 Authorizing Name and Title _____
 Authorizing Signature _____ Date _____

I have enclosed a check payable to "AMA Pro Racing" in the amount of \$ _____
 Or charge to: Visa MasterCard Discover AMEX (circle one)
 # _____ Expires _____
 Card Holders Name: _____

Additional Grand National Championship Full-Season Paddock Pass



2009 AMA PRO GRAND NATIONAL CHAMPIONSHIP CONTINGENCY PROGRAM POSTINGS

Per Event Postings Expert Twins	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
Total Amount	

Per Event Postings Expert Singles	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
Total Amount	

Per Event Postings Pro Singles	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
Total Amount	

Year-end Championship Bonus Expert Twins	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Total Amount	

Year-end Championship Bonus Expert Singles	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Total Amount	

Year-end Championship Bonus Grand National Championship	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Total Amount	

List the products for which the awards are being offered. NOTE: Awards can be for a single product only. To post awards for additional products, please use a separate form. Specify the name of the product including brand name, precisely as you wish it to appear on information distributed to the riders and the public.

PRODUCT NAME: _____

COMPANY NAME: _____

Specify the requirements for winning posted awards. PRODUCT USAGE: _____ MACHINE DECAL: _____

Indicate Award Type: Per Position: _____; Per Position Non-Factory: _____; Top Finisher: _____

Special Requirements: _____

Note: In the past we've had difficulty in maintaining an adequate supply of decals to satisfy award requirements. Sponsors must supply AMA Pro Racing with an adequate supply of decals to allow riders to meet award qualifications prior to the beginning of the season.

Please fill out this form in its entirety and return with participation application and payment to:

AMA Pro Racing Flat Track Contingency

8101 Boat Club Road, Suite 200

Fort Worth, TX 76179

gkidd@amaproracing.com



Additional Full-Season Paddock Pass Options (sent to sponsor prior to the first event)

Base or Full package is mandatory in order to purchase passes. Companies not participating in the AMA Pro Racing Contingency Program will not have the ability of purchasing any passes from AMA Pro Racing in advance of or at the event. *Additional season credentials are available at \$500 each.*

___ **Two per event / series** \$1,000.00
___ **Five per event / series** \$2,500.00

Total Fees (Base or Full Package plus Additional Full Season Paddock Pass Option)..... \$ _____

Paddock Display: Must be arranged in advance due to space limitations. Email or fax your requirements to Gary Kidd at gkidd@amaproracing.com; Fax: (817) 764-5666.

2009 AMA PRO HOT SHOE SERIES CONTINGENCY PROGRAM



Base Package (aftermarket companies only) \$No Charge

Includes all of the following:

- 1. All contingency postings
- 2. Web link will be in the contingency information area of the competition site on AMAProRacing.com
- 3. Race Results via email
- 4. Advance series information via email
- 5. Administration of claim forms and payouts

*** Full Package \$250.00**

Includes all of the following:

- 6. All contingency postings
- 7. Web link will be in the contingency information area of the competition site on AMAProRacing.com
- 8. Race Results via email
- 9. Company mention in AMA Hot Shoe Series PA announcements at event
- 10. Advance series information via email
- 11. Administration of claim forms and payouts
- 12. One paddock pass per event

* No Charge if contingency has been posted in the 2009 AMA Grand National Championship Series.

Additional Full-Season Paddock Pass Options (sent to sponsor prior to the first event)

Base or Full package is mandatory in order to purchase passes. Companies not participating in the AMA Pro Racing Contingency Program will not have the ability of purchasing any passes from AMA Pro Racing in advance of or at the event. *Additional season credentials are available at \$250 each.*

___ **Two per event / series \$500.00**
 ___ **Five per event / series \$1,250.00**

Total Fees (Base or Full Package plus Additional Full Season Paddock Pass Option)..... \$ _____

Paddock Display: Must be arranged in advance due to space limitations. Email or fax your requirements to Gary Kidd at gkidd@amaproracing.com; Fax: (817) 764-5666.

The sponsor is solely responsible for the payment of an award once it has received official notification from AMA Pro Racing that an award is due. The sponsor agrees to indemnify and hold harmless AMA Pro Racing from any and all costs, expenses and other charges (including attorney fees) incurred by AMA Pro Racing as a results of the sponsor not paying an award when due. Additionally, AMA Pro Racing reserves the right to suspend or revoke any credentials or other passes provided to the sponsor in the event that the sponsor does not provide the awards to riders when due.

Company: _____
 Street Address: _____
 City/State/Zip _____
 Contact Name _____ Contact Email _____
 Contact Phone _____ Contact Fax _____
 Authorizing Name and Title _____
 Authorizing Signature _____ Date _____

I have enclosed a check payable to "AMA Pro Racing" in the amount of \$ _____

Or charge to: Visa MasterCard Discover AMEX (circle one)

_____ **Expires** _____

Card Holders Name: _____



2009 AMA HOT SHOE SERIES CONTINGENCY PROGRAM POSTINGS

Per-event Postings Expert Singles	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total Amount	

Per-event Postings Expert Twins	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total Amount	

Per-event Postings Expert Championship	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total Amount	

Year-end Championship Bonus Pro Singles	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total Amount	

Year-end Championship Bonus Pro Twins	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total Amount	

Year-end Championship Bonus Pro Championship	
Pos.	Amount
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
Total Amount	

List the products for which the awards are being offered. NOTE: Awards can be for a single product only. To post awards for additional products, please use a separate form. Specify the name of the product including brand name, precisely as you wish it to appear on information distributed to the riders and the public.

PRODUCT NAME: _____

COMPANY NAME: _____

Specify the requirements for winning posted awards. PRODUCT USAGE: _____ MACHINE DECAL: _____

Indicate Award Type: Per Position: _____; Per Position Non-Factory: _____; Top Finisher: _____

Special Requirements: _____

Note: In the past we've had difficulty in maintaining an adequate supply of decals to satisfy award requirements. Sponsors must supply AMA Pro Racing with an adequate supply of decals to allow riders to meet award qualifications prior to the beginning of the season.

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