

Dear Future Sponsor:

The H.M.R.A is looking for sponsors for our upcoming race season! Let me tell you a little bit about our club. The Hometown Mud Racers Association was established over 10 years ago in central Utah. Originally it was a few people, a few rules, and a few races. Now we have full race committee, 7 classes of vehicles each with their own set of rules, and on average 8-10 races each year! Our races are all over Utah and we have even had a few in Nevada. The races are side by side tracks timed by a set of Pro Tree timing lights. This year we are trying to pick up a few new races in central Utah and are anticipating about 8 races this season. We would love to have your support as a sponsor!

As a sponsor you can choose the level of exposure your company gets.

**\*Level One-** Donating items such as hats, gift certificates, ect to give as door prizes at any or all of the races. (You can pick the cities you want to have your items given at). Your company name and location will be read at the time prizes are handed out.

**\*\*Level Two-** A 4x6ft banner will be hung at all H.M.R.A races. Your company logo and any information you would like will be printed on it. Your name will be announced numerous times before, during and after the event. The races consist of an average of 70-80 drivers and hundreds + spectators. Your company will have great exposure!

\$450.00-New Color Banner, hauled to and posted at all H.M.R.A races, returned to you at end of year.

\$300.00-You supply the banner and we will haul it to and hang it at all H.M.R.A races.

\$50.00-You supply banner and select the races you want to hang it at. It is 50.00 per race. If you don't have a banner we can supply a banner for \$150.00.

Example: Sponsor 2 races with your banner=\$100.00

Example: Sponsor 2 races with a new banner=\$250.00

**\*\*\*Level Three- MAJOR SPONSORS!** This level gives the most exposure for your company. When you become the H.M.R.A major sponsor you will receive numerous advertising benefits.

1. You will receive a 6x8 ft color banner with your logo and all company info you would like. It will be taken to and hung at every HMRA race, and will be given to you at the end of the season.
2. Your name will be mentioned countless times before, during, and after each HMRA race.
3. Each HMRA member receives a t-shirt and hat with their paid dues. On the left hand side of the front of the t-shirt your Company logo will be printed as well as on the hat along with HMRA logo. Keep in mind there are on average 70-80 paid members each season. In past years the HMRA has made shirts to sell to the

- public and your logo will be on those shirts as well.
4. HMRA mails race flyers out to over 120 racers each race. The heading on the top of every flyer will read “HMRA in association with (your company) presents...”
  5. We also have a website that your company will be added to. We will put your logo and information on our site and if you have a website, we will add a link to yours.
  6. At the end of the year we have an awards banquet. The top 5 in every class (there are 7 classes) receive a coat. Your logo will be embroidered on the left hand side of each one. All the committee members receive a sweatshirt and your name will be on it as well.

\$2000.00 is the cost for the major sponsor. Keep in mind that your company name will get major exposure with thousands of people.

If you are interested in sponsoring the HMRA in any way, or if you have any questions give me a call at 801-423-7909 home or 801-423-9118work. Thank You for your consideration.

Kendra Wood  
HMRA Public Relations