

# MOVIELAND SPEEKPARK SPONSOR PACKAGES 2019

(Includes Oval Track and Drag Strip)

What do politics and racing have in common? They are both about power, and they both require sponsors!

In 2014, I worked in sponsor development for the Chandler Raceway at the request of the Baker family. In a six week period from early to mid-summer, I single handedly signed 42 new sponsors who supported the track during the racing season that year.

Since the first recorded car race in 1895, from Paris to Bordeaux and back, which was promoted by Arman Peugeot, France's leading manufacturer of bicycles at the time, racing has relied on sponsors to help in furtherance of the sport.

Until now, even though I have been approached by many business owners during 2018 about sponsorship opportunities with Movieland Speedpark in Chandler, I wasn't prepared to offer any sponsorship packages.

With the 2019 Movieland Speedpark season in Chandler being assured, I am pleased now to present our sponsorship packages for the upcoming racing season.

**NOTE:** All sponsorship comes with the following benefits (A) your company logo, address, and phone number on the Movieland Speedpark website (B) your company mentioned over the public address system during each racing event and (C) a commemorative sponsor appreciation plaque from Movieland Speedpark

## -MOVIELAND SPEEDPARK SPONSOR PACKAGES-

Both the oval track and dragstrip are scheduled for 30 events each in 2019.

Schedule is subject to change due to inclement weather or other factors beyond the control of management

(All major credit cards accepted)

### (Annual Pass)

100 Available	2 x 8	Full Color Banner	\$200	(Plus 1 VIP Pass)
80 Available	4 x 8	Full Color Banner	\$325	(Plus 2 VIP Passes)
40 Available	8 x 8	Billboard	\$575	(Plus 3 VIP Passes)
30 Available	8 x 16	Billboard	\$875	(Plus 4 VIP Passes)
20 Available	12 X 24	Billboard	\$1250	(Plus 6 VIP Passes)
7 Available		Cover Page Monthly Souvenir Program	\$1000	(Plus 4 VIP Passes)
2 Available		Timing Tower Dragstrip & Oval Track	\$2000	(Plus 8 VIP Passes)
2 Available		Drag Strip Scoreboards (per lane)	\$3500	(Plus 12 VIP Passes)
2 Available		Concession Stands (1 oval-1 dragstrip)	\$1750	(Plus 8 VIP Passes)
30 Available		Race Weekend Naming Rights-Oval	\$600	(Plus 4 VIP Passes)
30 Available		Race Weekend Naming Rights-Dragstrip	\$600	(Plus 4 VIP Passes)
30 Available		Class Naming Rights – Per week, per class	\$200	(Plus 1 VIP Pass)
80 Available		Track uniforms (or 20 uniforms @ \$500)	\$2000	(Plus 8 VIP Passes)
1 Available		Timing lights & scoring system – dragstrip	\$5000	(Plus 15 VIP Passes)
1 Available		Timing lights & scoring system – oval track	\$5000	(Plus 15 VIP Passes)
1 Available		Grader, 2 water trucks and 2 tractors	\$10000	(Plus 30 VIP Passes)
1 Available		PA system – dragstrip	\$1500	(Plus 8 VIP Passes)
1 Available		PA System – oval track	\$1500	(Plus 8 VIP Passes)
1 Available		Victory Circle – dragstrip	\$2500	(Plus 10 VIP Passes)
1 Available		Victory Circle – oval track	\$2500	(Plus 10 VIP Passes)
1 Available		Lighting & electrical system – dragstrip	\$5000	(Plus 15 VIP Passes)
1 Available		Lighting & electrical system – oval track	\$5000	(Plus 15 VIP Passes)

## **-MOVIELAND SPEEDPARK SPONSOR PACKAGES-**

1 Available	Official Printing Company	\$1500	(Plus 8 VIP Passes)
1 Available	Official Computer & IT Service	\$1500	(Plus 8 VIP Passes)
1 Available	Official Landscaping Service	\$3500	(Plus 12 VIP Passes)

**(Note: Other sponsorship categories may be available. Call to discuss. Partial sponsorship category quotes available upon request. 20% discount for 3 or more sponsorship purchases. 10% discount for 2 years sponsor commitment. All banners returned at end of racing season.)**

**MOVIELAND SPEEDPARK RULES  
FOR OVAL TRACK AND DRAGSTRIP COMPETITORS  
2019**

**General Rules  
(Revised December 2018)**

- A. Movieland Speedpark posts rules with the intention of providing fair, safe and equal racing conditions for all participants, as well as a safe and entertaining program for fans who attend. These rules are effective for 2019 and may be revised at any time. No expressed or implied warranty of safety shall result from publications or compliance with these rules and/or regulations. They are intended as a conduct guide of the sport and are in no way a guarantee against injury or death to a participant, spectator or official.
- B. Each participant is expected to understand these rules. By purchasing a pit pass, each participant agrees to abide by these rules and to accept the decision and direction of Movieland Speedpark officials in the enforcement of these rules. The participant, under those conditions, is expected to understand the rules of the proper sanctioning body. Each participant agrees to protect, to the best of their ability, the property and good reputation of the track.
- C. Movieland Speedpark is private property. Any person entering onto this property without the permission of management will be considered a trespasser and will be subject to the penalties for trespassing, as prescribed by Indiana law. A pit license gives the participant the authority and right to be on the property for racing activities. Management reserves the right to revoke and cancel this authority at any time it decides the participant's presence or conduct is not in the best interests of the track, its other participants, its fans, and/or its employees.
- D. Movieland Speedpark management has the ultimate authority for the interpretation and enforcement of these rules. Management reserves the right to revoke the Movieland Speedpark license, to suspend indefinitely and/or to levy a fine against any participant who displays unsportsmanlike conduct. Competitors who are suspended may forfeit all prize money and points for the event. This decision is final and no appeal is possible.
- E. Each track official is responsible for the enforcement of all rules fairly and equally towards all participants. No official, employee, or agent of the track can give physical assistance (except as outlined here) to any competitor during any race event. A competitor can be disqualified from any event in which he or she has received such assistance. A wrecker and/or track official may lift a car off another car, lift a car off the wall, or assist in the separation of two or more cars locked together. The wrecker or officials can assist in performing necessary work to clear the track and/or avoid additional damage to cars. If the assisted car is to continue in the race, it must leave the scene under its own power or be pushed by another racecar. A racecar pushed off or removed from the track by a wrecker may not return to a race.

- F. Each participant is expected to have inspected the pit area, racetrack, race procedures and race conditions, previous to his or her participation. If, in their opinion, conditions are unsafe, he or she should not participate. Each participant is expected to understand and anticipate the potential dangers inherent on the track and in the pit area and to be alert to prevent injury to one's self and others.
- G. Participants are expected to observe all Federal, State, & City laws/ordinances while on the property.
- H. Each person signing into the pit area is expected to conduct him or herself in a sportsmanlike manner. Sportsmanlike conduct by a participant includes: NO verbal abuse and NO behavior threatening violence of any kind; NO use of alcoholic beverages before or during a racing event; NO possession of prohibited illegal substances or weapons of any kind; Respect for Movieland Speedpark officials and a willingness to accept their decisions and directions; NO public-address system interviews, display of signs, or painting on racecars that use obscenity, or profanity, or are considered in bad taste. No participant may bash or make negative comments about Movieland Speedpark, its owners, sponsors or its employees on social media. Anyone caught doing so could have their competition license revoked for the season. No participant may enter onto the track surface or the designated emergency areas outside the track at the track gates without permission of a track official.
- I. A state certified ambulance and experienced emergency medical technicians will be on duty to provide immediate emergency treatment to injuries sustained in accidents on the track or in the pit area.
- J. Participants must report any injury sustained in the pit area or on the track to the ambulance technicians immediately. Participants are expected to follow the instructions of ambulance personnel relative to future involvement in racing activities and/or the necessity of transportation to the hospital for examination. Any participant who chooses to ignore the directions of ambulance personnel does so at their own peril. Ambulance technicians will make an injury record to document the assistance provided to a participant, or any other person, in attendance on the property who is seeking medical assistance. No Movieland Speedpark official, ambulance or security personnel or participant can make any representation of responsibility by Movieland Speedpark or any medical services provided off the Movieland Speedpark premises. Any driver injured in the pit area or on the track whose injuries require hospital medical services shall be required to obtain a written physician's release to resume racing.
- K. Anyone caught fighting on Movieland Speedpark property will be suspended and/or fined. The suspension length and amount of fine will be dealt out by management. The person will not be allowed on Movieland Speedpark property, unless approved by management, until the fine is paid. Only after the fine is paid in full, then the start of the suspension period will begin.
- L. Each person signing into the pit area is expected to be free from the possession, use, and sale of illegal drugs and drug paraphernalia at all times. Management reserves the right to require any participant to produce documentation from a physician licensed in the State of Indiana certifying that the participant is independent and free of illegal drugs. Movieland Speedpark may require a random drug or alcohol test within 72 hours at any time of anyone on the Movieland Speedpark property. Anyone refusing such tests will be suspended indefinitely.
- M. No person shall carry in any food or drink to the pit area or grandstand. Movieland Speedpark provides concession stand services. Any or all bags or containers may be inspected for food/drink when entering the grandstand area. Participants may bring in items inside their trailer or tow vehicle, but NO food/drink may be carried in or delivered.

## Pit Area Rules

- A. Each person entering the pit area must have a current valid pit license or have purchased a one night license at an additional fee. Each person who drives a car on the track at any time must have a pit license. Persons purchasing a pit license must present a state driver's license or ID card (minors must have their birth certificate) and fill out the required paperwork which includes a completed Irrevocable and Unconditional Release and Waiver of Liability.
- B. Each person entering the pit area for a racing event must purchase a daily event pit pass.
- C. Minors (a person under 18) may be admitted into the pit area, provided they are always supervised by a parent or legally court appointed guardian and all required waivers are signed by a parent or legal guardian. No Exceptions. Minors may also enter the pits unaccompanied if notarized parental consent paperwork has been filed with the track. A legal birth certificate is also required to be on file with the track before entrance by a minor to the pit area is allowed.
- D. When a regular racing program is ended prematurely due to inclement weather, power interruption, etc., participants will be paid full prize money and awarded the related points for every completed event. A race will be considered complete if at least 50% of the scheduled laps are run before the race is halted. When a race program is ended prematurely, the pit pass fee will be considered "used" if all heat races have been completed. If all heat races are not completed, the pit pass may be used by the individual to whom it was issued for pit admission to the next scheduled regular race event at no charge.
- E. All drivers that are competing for prize money must have a completed W-9 form on file. No prize money will be issued until then. A driver must officially complete one lap to receive prize money from a race. Prize money will be paid out by Company Check at the pit office front window at each event after the races results have become official.
- F. A car can only compete for prize money in one division per event. If a driver's primary vehicle is damaged after practice or qualifying to the extent it cannot compete further at the event, a replacement car will not be allowed.
- G. Designated parking locations in the pit area can be reserved for the season at a monetary rate determined by Movieland Speedpark. Pit spots are limited to one racecar and one tow vehicle/trailer. Each pit spot is a self-contained area with no electrical outlet, water lines, etc. provided. Each pit spot is to be free of trash, parts, tires, etc. after each race event. Failure to comply may result in fines. Car owner is responsible for any damage to pit area. Pit spot may be sublet or transferred, pending approval by management. All racecars in pit area must be parked to insure their easy movement and access to the racing surface. Movieland Speedpark reserves the right to change rules regarding entrance and/or parking of vehicles in the pit area should space limitations make the movement of racecars difficult or should safety conditions require a change.

- H. No competitors may take any vehicles other than race cars onto the race track at any time. Movieland Speedpark assumes no responsibility for property taken into the pits by a signed-in participant before or during a race event. The pit area is closed to all vehicles except the race car and the tow vehicle (or hauler) to which the race car is attached when it enters the pits. No mechanically powered push or personal transportation vehicles, tractors, ATV's, scooters, etc. are allowed in the pit area except for electric wheelchairs. Exceptions may apply if approved by Movieland Speedpark.
- I. The pit area speed limit is approximately 5MPH.
- J. Fuel in the pit area must be in the fuel tank of the racecar or in containers of no more than a 5-gallon capacity that are approved for the transportation of fuel. Movieland Speedpark reserves the right to require a participant to remove certain fuel containers from the pit area, and all other property under its control, when those containers in any way present an unusual hazard. No fuel can be dumped on the ground and all unused fuel must leave with the participant upon exiting the pit area. Racing fuel is available at Movieland Speedpark.
- K. Engine oil, rear end lubricant and all other oil-based liquids must be disposed of in the designated container in the pit area or taken back home. No oil can be dumped on the ground.
- L. No tires can be left on any Movieland Speedpark property. If tires are left, management will impose a fine.
- M. Any items deemed illegal in competition can be confiscated by management and not returned to the participant. Non-compliance will disqualify the participant from that event and/or any further competition. Management reserves the right to not allow into the pit area any tires, wheels, fuel or other racing equipment not allowed in the rules.
- N. The pit area can be closed no sooner than one hour after the end of the last racing event. Participants must remove all property, including racecars, from the track, pits, and parking lots. Movieland Speedpark takes no responsibility for any property, race vehicles and/or equipment or other personal property left in the pit and track area. Management has the right to remove racecars, equipment, etc. from Movieland Speedpark property at the owner's expense.

## Competition Rules

- A. When a racer first appears at the track, it is required to be presented to the tech area for technical and safety inspection before entering onto the racing surface. Tech inspector approval is required for any further participation. Further inspections may be required at any time. If the inspector challenges the compliance with the rules of any car, it is the responsibility of the car owner to prove that any part or component of the car which is challenged does meet the requirements of its division's rules. When the car is submitted for inspection, the car owner certifies that the car meets all the requirements, including weight, contained in these rules. A working on board fire extinguisher/fire repression system is required to be installed in each race car and accessible to the driver. The decision of the inspector as to whether the car complies with the rules will be final without appeal. Racecars (position 1-5) are required to go through inspection after all feature events.
- B. Every driver must wear a helmet designed for auto racing that meets or exceeds the 2010 SA Snell, SFI 31.2, or SFI 24.1 (youth) helmet standards. Markings must be clearly visible. This helmet must be properly fitted and be tightly fastened on the driver's head when he/she is on the track or infield while cars are moving on the track.
- C. Drivers must wear a long-sleeved uniform designed by the manufacturer as a fire-resistant racecar uniform and gloves. The uniform must fit snugly around the neck, wrists and ankles and cover the driver's entire body while he/she is on the track or infield. Every driver must also make use of an approved neck collar or Hans-style safety device. Fire resistant face mask, underwear, socks and shoes are strongly recommended. Registered and Licensed Street Legal Vehicle drivers may race without a fire suit (although strongly recommended), but a helmet meeting the specifications as outlined in section "B" above will be required of all drivers and riders before entering onto the racing track.
- D. If a driver's car is involved in an incident or is stopped anywhere on the track surface (including the infield) and is unable to move, the driver must shut off the car and lower the window net if uninjured. Drivers must remain in their cars. Only under conditions that threaten an immediate danger from fire may a driver get out of the car on the track during racing conditions. Other than fire, drivers must then wait for directions from track personnel to loosen safety equipment and climb out. Driver will stay with the car until it is ready for removal from the track without approaching the active racing surface or another vehicle. A driver can be removed from participation for violation of this rule.
- E. No participant may use a two-way radio transmitting device unless prior approval has been granted by Movieland Speedpark!! Guest divisions may differ.
- F. The four corner markers mark both the oval and Figure 8 racecourses. The car must go above the four corner markers to be scored for an officially completed lap. This includes coming out of the pit gate for qualifications and starts/restarts.



- G. Qualification runs begin when the car pulls onto the track. If the car is then not able to complete a qualification lap, the car will be considered a non-qualifier. Cars that are disqualified for technical reasons after their qualification lap cannot qualify again. The car will be considered a non-qualifier. Once a qualification run is made or attempted, that car cannot attempt to qualify again. Cars that have not attempted a qualification run and are in line at the on-track gate when qualifications close will be allowed their attempt during regular events.
- H. On a start or re-start, racing begins when the green flag is waved. Line-up positions should be held until the green flag waves and the concurrent display of the green light. Starts/re-starts will be double file. During the race's last half, single file may be used. The lead car is responsible for setting the pace of the start/re-start. If the lead car "jumps" the start, race control can send the lead car to the rear of the field.
- I. No car may leave the pit area to first enter a race after the green flag has been initially shown.
- J. Cars may only pit and return to a race that is scheduled for 20 laps or more and timed events.
- K. Green flag indicates the start or restart of racing. It may stay out with minor situations such as a spinout as Movieland Speedpark race control so decides.
- L. Yellow flag indicates a minor hazard on the course. Cars should slow down and not pass cars. Officials may adjust the running order after the hazard has been remedied and before returning to green flag conditions after the hazard is no longer present.
- M. Red flag indicates a severe hazard or emergency on the track that requires stopping the race. All cars must stop immediately, but safely, and maintain position until approved by track officials. Cars moving around may be asked to leave the racing surface.
- N. Black flag notifies a competitor that they are to pull directly out of the race for safety or conduct reasons.
- O. White flag indicates there is one lap remaining.
- P. Checkered flag indicates the end of an event. Afterwards, cars must slow to exit the track.
- Q. Features will be lined up using various methods to keep the racing exciting for the fans. The top four feature finishers from the previous week will start at the rear of the field the following week. Drivers with no previous finishes, who did not qualify, or who missed their preliminary heat race at that event will start at the tail behind the top four feature finishers from the previous week/race. Opening night and special events may differ. Some future events will draw for feature inversion. Guest divisions may handle their own lineups.
- R. No one will be allowed on the track for any celebration or ceremonies until all racing vehicles have stopped and had their engine shut off. Track personnel will decide when persons shall be released onto the racing surface.
- S. Any time a car is damaged, the car owner is expected to repair any components that might cause the car to be unsafe for the driver or other drivers. When a car has suffered serious structural damage, management may remove the car from competition even though the car is operational.
- T. All teams are required to properly place a Movieland Speedpark owned scoring transponder on their car for all laps turned on the track. The data gained from the transponder will be the official times and counted laps for scoring. Any laps deemed to shortcut the course, completed under the black flag, or car disqualified in tech will be deleted from scoring. Protests of scoring of feature events must be made within 10 minutes after the official posting of results. Protests must be made in writing in the pit office to the pit steward and accompanied by a check in the amount of \$300. Only a driver or parent of a minor driver affected by the alleged scoring error can lodge protests. Any on-track penalties or judgements made by the officials cannot be protested.

- U. Each Movieland Speedpark division car must register for a car number before going onto the race track. A car must be present to register for a car number. Each division will have their own set of car numbers with each number only being used once (no adding letters). Numbers are available on a first-come, first-serve basis. Management has the final say on car numbers. Car numbers can be returned to available status if not used for an extended length of time.
- V. Only 1 car number in each class can be registered per car at the time of inspection. A registered car number is that car's number for the entire year. Numbers can be transferred to a replacement car if needed. If two cars are appearing in the pit area at the same time in the same class with the same number, a new number and registration is required for the racer which has the least time at the track before these cars begin racing. Car numbers must be clearly contrasting in color from the background it is placed on. Remember, a car's number is how the fans identify drivers. Therefore, a number needs to be easily legible from the scoring tower. When the numbers are not legible, warnings will be issued and must be resolved before the next event. Car numbers must appear on both doors and on the roof. Door and roof numbers shall be a minimum of 16" tall and 3" in line thickness. The roof number needs to be facing the passenger side of the car for scoring/fan purposes. All cars will carry a 6" white car number in the upper corner of the front windshield/display panel on the passenger side of the car. All cars will also carry a white car number on the rear of the car that is 6" in height.
- W. Rookie drivers will be required to display a yellow label on the rear of their racecar in their first season of racing.
- X. All racecars are encouraged to permanently display the drivers name with 5" letters on the roof above both the driver and passenger doors.