



Mud Racers Association Sponsorship Sponsorship Request



Kimberly Monesmith
kjmonesmith@yahoo.com
www.mudracersassociation.org



Mud Racers Association Sponsorship 2019 Race Season

We would like to thank you for taking the time to review the following information about the Mud Racers Association, and how partnering with us can help your business establish, reinforce, and expand its brand in the market place.

About the MRA:

The Mud Racers Association (MRA) is a nationally recognized sanctioning body for many types of mud racing. The Association itself is made up of competitors, promoters and fans of the sport who's basic philosophy is that by establishing a uniform set of safety guidelines and class rules, a standard can be set throughout the United States that all interested parties can utilize to improve and expand this sport we call mud racing. The following is a brief description of the history of the Mud Racers Association and how it came to be quite possibly the largest sanctioning body for mud racing in the country. Mud racing throughout time has been made up of hundreds of small organizations, each with their own ideas of what is or is not allowed in a specific class.

The need for an association that would unify mud racing across America was not a new concept by any means, but most will agree that it was a concept whose time had come. March of 2007 was that time. Throughout the racing season racers discussed the fact that there was a need for unification of the rules if the sport was going to progress. Creating a standard set of class rules and safety regulations would allow racers from all parts of the country to compete in National level events without worries of fitting in the class of their choice when they arrive. Once the rules could be standardized, the prospects of offering an event series across the country would be possible. With the advent of a national series, promoters would have the opportunity to procure sponsors.

With these ideas in mind and by racers working together, a web site was created. A name was chosen by the racers around the country and the Mud Racers Association (MRA) became official. It was accepted by all involved to hold an election in the fall of 2007 for the purpose of electing a "Board of Representatives" (Rep's). Candidates for positions in the association were many; racers from all parts of the country that were interested in bringing the sport together under one banner participated. The election was held and the Mud Racers Association was well on its way with its first of what was to become many annual meetings in Nashville, Tennessee. Nine racers were chosen to be on the board of representatives for terms of one and two years. That's when the real work began. Rules for "Fast Track" and "Bog/ Pit" racing were developed from hundreds of different sets of rules from dozens of different race organizations and clubs across the United States.

By-laws were put into place as well as a Charter and mission statements. Vehicle and track safety were a big concern for the MRA with efforts to maintain and improve these areas a top priority. Membership requirements were set and racers were signing up in an effort to promote the MRA and its concepts. The Mud Racers Association has come a long ways sense its beginning. With over 500 registered members from more than 28 states continuing their support, it has progressed from writing rules to promoting and establishing a race series in conjunction with host tracks and organizations.

The MRA now hosts multiple events throughout the United States. These events are usually a 2 day event and draw on average 1500+ spectators and racers from across the country. Our events consist of 8 classes that we run regularly, Open Paddles, Open Cuts, Modified Paddles, Modified Cuts, Outlaw Pro Stock, Pro Stock, Renegade, and Super Stock.



What Can the MRA Do For You?

Currently, Mud drag racing is in the spotlight. With its high horsepower and thrilling action among competitors it draws a dedicated fan base. This unique sport provides sponsors with sensational advantages over other sports promotions with a wide fan base of people from all age groups and areas around the country.

PRODUCT SHOW CASE: In mud racing, every ticket is a pit pass. Race fans have the best access to the behind-the-scenes action of racing. MRA's open-pits allows fans the opportunity to get face-to-face with the drivers and crew members; not to mention a sponsor's products. Drivers are often found in their pit area, signing autographs and chatting with fans as well as answering questions about how their racecar works and what products they use and recommend.

SET YOUR COMPANY APART: There's no better way to define your company than to associate it with the high speed, fast paced lifestyle and incredible power of professional mud racing.

BIG TIME VALUE: Mud racing should be considered the best value in all of sport sponsorship. Reach the same demographic as other sports such as the NFL and MLB except reach your target market with less expense. At the end of the day, Mud Racing fans are real people. These men and women enjoy the excitement and power derived from professional mud racing and these are the same people that will be, or already are, your loyal customers.

Advantages We Offer for Your Company as a Sponsor:

- Exposure at several venues around North America.
- Advertisement through a variety of avenues including websites, social media and various track locations.
- The ability to reach out to a large amount of spectators and followers within our racing community.
- Additional display space: Advertise your brand on the race vehicles that travel the country in order to promote your product everywhere. Display banners and informational catalogs or pamphlets in the teams pit area for fans to obtain.



Tentative Race Schedule for 2019 (Additional races may still be added)

Mansfield, OH	29/30	June
New Bremen, NY	6 / 7	July
Benson, NC	9 /10	Aug
Transfer, PA	23/24	Aug
Eureka, MO	28/29	September

Please see the attached pages for our various levels of sponsorship and thank you for your time and consideration. Please feel free to contact me with any questions.

If you have an alternate package or requirements in mind for your company sponsorship please feel free to contact us to discuss details.

GET STARTED TODAY!

Direct sponsorship inquiries to:

Kimberly Monesmith

Email: kjmonesmith@yahoo.com

Phone: 574-527-2693

www.mudracerassociation.org



Sponsorship Packages Available (May be customized upon request)

Platinum Series Title Sponsorship of the MRA point series \$5000 (1 Available)

Sponsor business name and/or logo prominently displayed in advertisements stating your business as the **Series Sponsor**.

- **NAMING RIGHTS OF THE RACE SERIES, (THE “ company name “ SERIES)**
- Advertisement at main gate, and multiple places at event, including sign up and t-shirt booth.
- Company provided materials to be displayed at **all** series events for 2019
- Company name on any series trophies
- Company provided banner to be displayed at the registration booth, as well as up to 10 for display around track
- Company provided flyers, stickers or similar handed out to each attendee at the main gate of all events
- Your company logo on all MRA printed materials
- Company logo on all event flyers as the Title Sponsor
- Inclusion in all web site announcements and emails
- Inclusion in all event day announcements
- Weekly social media mentions with link to sponsors page
- Business logo displayed on MRA Homepage and MRA Forum with link to company website as well as on all social media pages.
- Option to hold a contest on social media to “like” company page in exchange for a chance to win a coupon or free shirt, etc. from company
- 8 Free MRA T-shirts
- Money will be used for year end points fund, all classes.
 - Trucks in all classes will run the sponsor’s sticker all season to be eligible for year-end money

Gold Sponsorship \$1500 Points Race Sponsor (4 Available thus far)

- **NAMING RIGHTS OF A PARTICULAR EVENT, (THE “COMPANY NAME” POINTS EVENT**
- Advertisement at main gate, and multiple of places at event, including sign up and t-shirt booth.
- Company provided materials to be displayed at **all** series events for 2019
- Company provide banner to be displayed at the registration booth, as well as up to 5 for display around track
- Company provided flyers, stickers or similar handed out to each attendee at the main gate of all events
- Company logo on all MRA printed materials
- Company logo on all event flyers as the Event Sponsor
- Inclusion in all web site announcements and emails
- Inclusion in all event day announcements
- Monthly social media mentions with link to sponsors page
- Business logo displayed on MRA Home page and MRA Forum with link to company website as well as on all social pages
- 6 Free MRA T-shirts



Silver Sponsorship \$1000 (8 Available) 8 classes in the points fund, open to 8 sponsors

Sponsor business name and/or logo prominently displayed in advertisements

- **CLASS SPONSOR (The “Company name” Pro Mods etc.)**
- Advertisement at main gate, and multiple places at each event including sign-up and t-shirt booth
- Company provided materials to be displayed at **all** series events in 2019
- Company provided banner to be displayed at the registration booth, as well as up to 2 for display around track
- Inclusion in all web site announcements and emails
- Inclusion in all event day announcements
- Occasional social media mentions with link to sponsors page
- Business logo displayed on MRA Homepage and MRA Forum with link to company website as well as on all social media pages
- 4 Free MRA T-shirts

Bronze Sponsorship \$500 Reaction Time Sponsor (4 races Available)

Sponsor business name and/or logo prominently displayed in advertisements.

- Advertisement at main gate, and multiple places at each event including sign-up and t-shirt booth
- Inclusion in all web site announcements and emails
- Inclusion in all event day announcements
- Occasional social media mentions with link to sponsors page
- Business logo displayed on MRA Homepage and MRA Forum with link to company website as well as on all social media pages
- 2 Free MRA T-shirts

Aluminum Sponsorship \$250 (1 Available) Most Dedicated Team for the 2019 season

Your business name and or logo prominently displayed in advertisements.

- Inclusion in all website announcements and emails
- Inclusion in all event day announcements.
- Business logo displayed on MRA Homepage and MRA Forum w/ link to company website as well as on all social media pages
- 1 Free MRA T-shirt

This will be awarded to the team who works the hardest to attend the most races for the year.

**Custom Sponsorships Packages can be discussed to
best fit your company's needs!**