



NHRA Top Fuel Harley Class

Race Presenting Sponsor Entitlement

The NHRA Top Fuel Harley Class competes at ten (10) NHRA Camping World Drag Racing Series events annually, each race provides a unique opportunity to increase brand awareness for SPONSOR via presence across on-site activation, NHRA on FOX, digital, social, and print media properties.

Marketing Benefits

- Presenting Sponsorship
 - NHRA shall include SPONSOR in the official series name for that event as NHRA Top Fuel Harley presented by SPONSOR
 - This includes verbal mentions in-venue and on broadcast coverage
- Display Space
 - SPONSOR shall have the right to activate within a 25'x20' footprint on NHRA's manufacturers midway
- PA Announcements
 - One (1) thirty-second (:30) PA announcement per day, three (3) total throughout the weekend
- Facility Bannering Rights
 - SPONSOR shall have the right to display temporary banners throughout the facility during the "presented by" event pursuant to NHRA's then-current marketing guidelines
- Credentials and Parking
 - Ten (10) Full Event credentials
 - Five (5) Red Key parking passes
- NHRA on FOX Coverage
 - NHRA typically airs six (6) to eight (8) minutes of coverage on the class during the Sunday Final Eliminations broadcast at events in which the class competes.
- NHRA.com
 - 100,000 digital display advertisements on NHRA.com during the week of the event
 - Ad sizes: 970x90, 300x250 or 320x50 (mobile only)
- Media Coverage
 - NHRA shall provide media coverage of the event across its digital (NHRA.com), social (Facebook, Twitter, Instagram), and print (NHRA National Dragster) properties.

Compensation (*net pricing):

- 2021: \$10,000* per event
- Additional Considerations
 - NHRA shall work to sell season-long entitlement of the series in addition to presenting sponsorship on a race-by-race basis

2021 Class Schedule

1. **Amalie Motor Oil NHRA Gatornationals** – March 11-14
2. **Phoenix*** - pending replacement event**
3. **Mopar Express Lane NHRA SpringNationals presented by Pennzoil** – May 21-23
4. **NHRA New England Nationals** – June 11-13
5. **Flav-R-Pac NHRA Northwest Nationals** – July 30 - August 1
6. **Menards NHRA Nationals presented by PetArmor** – August 13-15
7. **Lucas Oil NHRA Nationals** – August 18-22
8. **NHRA U.S. Nationals** – September 1-5
9. **NHRA Midwest Nationals** – September 24-26
10. **Dodge NHRA Nationals presented by Pennzoil** – October 29-31