



2012 Season

JOIN THE FASTEST GROWING RACE ORGANIZATION IN THE WORLD!

NHRDA
National Hot Rod Diesel Association

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**Join the fastest growing race organization
in the World!**

The National Hot Rod Diesel Association was founded in 2004 with the goal of making Diesel motorsports a national pastime for all motorsports enthusiasts to enjoy.

The *NHRDA* began with a single event on the west coast and has evolved into 6 divisional point series across North America culminating with the 3rd annual *NHRDA* World Finals competition. This provides a venue for the top divisional competitors to compete head to head for the title of "World Champion"

"It is an exciting time for the *NHRDA*, its sponsors, competitors, and fans. The *NHRDA* World Finals has proven to be the most anticipated event in Diesel motorsports year after year." *NHRDA* President, Randy Cole

The *NHRDA* is unparalleled in its commitment to working with leading manufacturers, distributors, and installation shops in the diesel performance industry to promote product awareness. The past 7 years has seen the largest economic disaster in US history. The economy has been the demise of many businesses and has left those still in operation much more discerning with their advertising dollars.



"Those who stop advertising to save money are like those who stop the clock to save time" - Henry Ford

Here are just a few reasons why we continue to grow in these tough times,

➤ **We are trusted**

With 8 seasons of delivering on our promises we have built a solid foundation with our sponsors, competitors, and fans. With 44% annual growth, the *NHRDA* is here to stay.

➤ **Market saturation**

The *NHRDA* put it's sponsors in front of over 143.8 million people in 2011 via, Television, Radio, Print media, E-mail blasts, *NHRDA* wrapped truck and trailers, Event apparel, Facebook, Twitter, YouTube, and POP displays.

➤ **Powerful partnerships**

The *NHRDA*'s commitment to building long term relationships with it's sponsors can be seen by our 92% sponsor retention rate.

➤ **Commitment**

The *NHRDA* is dedicated to providing maximum value to our sponsors. By maintaining a highly trained staff that is professional, knowledgeable, courteous, and thorough, the *NHRDA* is able to provide the most organized, efficient, and highly productive experience in diesel motorsports today.

➤ **Growth**

The *NHRDA* has averaged 44% annual growth with a 52% increase in 2011!

From a Title Sponsorship to a simple banner ad, the *NHRDA* yields the highest qualified buyer per impression available in today's market.

Projected growth of the Diesel Industry

- J.D. Power Study Reports Over 200% Growth Expected for the U.S. Diesel Market. The diesel share of U.S. light-vehicle sales is expected to increase from 3.2 percent in 2005 to more than 10 percent by the middle of the next decade. Global Market Share of Diesel Light Vehicles is Expected to Reach 26 Percent by 2015
- A recent report published by the Freedonia group forecasts that the demand for diesel engines and related products will rise 6.2 percent annually to \$19.5 billion in 2013.
- 68.4% Diesel Truck owners say that the cost of fuel will not affect their decision to own or buy a diesel in the future. **2008 reader survey, Source Interlink*
- 84.6% of Diesel Truck owners plan to make modifications to their vehicles in the next 12 months. **2011 SEMA User Index / Consumer Lifestyle Report*
- \$3,177 is the average amount planned on spending for vehicle modifications
- The most popular vehicles marked for enhancement in 2012 are light trucks and sports cars. **2011 SEMA User Index / Consumer Lifestyle Report*



Aftermarket product purchase report for 2011

Top 10 Purchases of truck owners **2011 SEMA User Index / Consumer Lifestyle Report*

Exhaust Kit – Pipes / Muffler / etc.	45.6%
Performance fluids	37.2%
Drop in / Spray on bed liner	34.1%
Air Intake / Air intake replacement/conversion	32.8%
Tires / Performance	29.9%
Springs/Shocks/Suspension/Sway bars	28.9%
Battery / Battery Wraps	28.4%
Exterior Lighting	27.3%
Engine Performance Chip/Computer/Tuner	23.4%
Custom Gauges	22.9%



Point of purchase / interests **2011 SEMA User Index / Consumer Lifestyle Report.*

- 67% of automobile enthusiasts find information on accessories at car and truck shows
- 65.8% Surf the web and visit Automotive forums daily or weekly
- 54.2% Visit Facebook daily or weekly
- 85.4% say working on their vehicles is the most popular hobby
- Drag racing is the most popular motorsport watched, attended and participated in
- 72.9% of auto enthusiasts watch all forms of Drag racing on television with only 54.8% watching stock car racing (NASCAR, etc.)
- 42.2% say that they would switch to a product associated with their favorite racing organization



NHRDA website statistics as of September 14th 2011

- 🌐 Website hits – 26,185,824 *that's over 11 million page requests!*
- 🌐 Unique (new) visitors YTD – 65,142
- 🌐 Unique visitors monthly average - 7,238
- 🌐 Alexa US Traffic Ranking – 174,429
- 🌐 Viewers from over 72 countries!
- 🌐 Over 35 million impressions per month!
- 🌐 NHRDA Television - 21,626 viewers
- 🌐 383,586 mobile searches YTD!



During the 2011 season the NHRDA Truck and Trailers traveled roughly 26,000 miles throughout North America generating between 30,000 to 70,000 impressions per day! That's over 15 million impressions per season, per vehicle!

2011 NHRDA Events

- 16 Events in 13 States and 2 Provinces in Canada
- 6 Divisional Points Series
- 1 NHRDA World Championship
- 10 Dyno Competitions
- 6 Sled Pull Competitions
- 14 Show n Shine Competition
- 14 Burnout Competitions

NHRDA Membership Statistics

- Over 2,500 members
- Current members in 46 States in the USA
- Current members in 7 Canadian Provinces
- Membership Age group 16 to 71
- Average Household income \$38,400.00 to \$80,700.00
- 52.6 % growth in membership during 2011
- 78.5 % of members daily drive their vehicles
- 36 % of members own more than one diesel vehicle
- Over 1,200 competitors during 2011 Season

Contingency Program

- 73 % of competitors participate in contingency program
- 68 % of event champions run contingency products
- 81 % of competitors commute daily
- 14 Companies participated in program

2011 NHRDA Competitor Payouts

- \$ 67,615.00 NHRDA cash payouts
- \$ 49,213.50 Contingency payouts
- \$ 116,828.50 Total winning by NHRDA Competitors



**Combined coverage exceeds
143.8 Million people!**

NHRDA Event Media Coverage & Advertising



Television

- Advertised with 18 network affiliates in 28 markets
 - 181,636 views on NHRDA / YouTube Channel YTD
 - NHRDA TV, 77,860 views YTD
 - Roddin n' Racing Television
 - World Finals nationally televised. 33 million viewers
- With a combined reach of over 136 million viewers!**



Radio

- Advertised with 36 Stations in 11 markets
- Reaching over 8.6 million listeners!**

Facebook / Twitter

- 14 events advertised on NHRDA / Facebook
- Multiple free ticket giveaways / Contests
- Facebook Ads at 360,420 impressions per day
- "Likes" from 19 different countries
- 313,654 YTD interactions
- 2,460 users on average per day



Print Media

- Event coverage from these major publications.
 - NHRDA advertised 16 events with full page ads.
- Distributing over 286,000 per issue for a combined total of over 1.7 million issues!**



Live Webcast

- Streaming NHRDA events on Outlaw Racing LIVE channel on ustream.tv
- Averaging between 130,000 & 170,000 viewers per Webcast!**

NHRDA website statistics as of September 25th 2011

- 🌐 Website hits – (26,185,824) that’s over 26+ Million!
- 🌐 Unique (new) visitors – 7,238 monthly average
- 🌐 Alexa US Traffic Ranking – 174,129

As you can plainly see the NHRDA website has become one of our most powerful marketing tools. With the increasing adoption of ad skipping devices consumers are challenging markets in every industry. Unlike other forms of traditional media we are now able to reach out to members and viewers across the globe 24 hours a day, 7 days a week, 365 days a year. In a world that now revolves around the delivery of electronic information the NHRDA website will give your company the exposure it needs to increase product recognition and enhance your visibility.

🌐 Website exposure

- | | |
|-----------------------------|------------------------|
| 🌐 NHRDA Television | 🌐 Assorted banner ad’s |
| 🌐 Event promotional video’s | 🌐 NHRDA news |
| 🌐 Sponsor ad’s page | 🌐 Rotating banner ad’s |
| 🌐 Official Products page | 🌐 Event posters |
| 🌐 Scroller ad’s | 🌐 Social Media linking |
| 🌐 Racing Junk Classifieds | |



Social Media / Facebook, YouTube, Twitter, NHRDA TV

The NHRDA Produces several shows per year that include Promo video’s and press releases that are distributed via NHRDA TV, YouTube, Facebook, and various popular internet forums.

The NHRDA realizes the importance of staying on top of the trends in communication. By purchasing Facebook ads, we take advantage of Facebook’s unique ability to focus on a key demographic with outstanding results. We conduct daily updates, event promotion, post event highlights, run numerous free tickets giveaway’s, and send out regular press releases. As with any other successful business, The NHRDA will continue to find new and inventive ways to use this influential tool to update our fans and benefit our Sponsors in 2012.

NHRDA Free/Discounted Tickets

In a slow economy NHRDA has created an opportunity to introduce diesel motorsports and it’s sponsors to create enthusiasm and excitement within a family oriented environment.

Once again, NHRDA has provided yet another marketing tool for your company to increase product awareness and sales!



Contingency Program

Racing sanctioning bodies have developed the “Contingency program” as a way to allow manufacturers and sponsor to reward racers for winning. Competitors that run the sponsor’s product and contingency decals and place in the top 3 of their class. Sponsors will pay competitors for running product and decal. Sponsors will retain all rights to use pictures and video retained during *NHRDA* event for their marketing needs.

**See official rules at - <http://www.nhrda.com/Contingency.html>*



Membership Rewards Program

The NHRDA has developed the membership rewards program to increase product awareness and revenue for it’s sponsors while offering substantial discounts and building loyalty among NHRDA members. The program offers NHRDA members incentives such as free product, rebates, and deep discounts on merchandise produced by participating NHRDA Gold And Silver level national sponsors to NHRDA members

In a struggling economy this creates another opportunity for your organization to reach it’s target market on a national scale.



Official Product Endorsement

Being the largest diesel motorsports organization in the world the *NHRDA* official product endorsement will give your organization national recognition as the industry leader in your market.

The NHRDA will give naming rights as “Official Product” to one company per product for the duration of the 2012 season.



NHRDA Pro-Shop

The *NHRDA* Pro Shop Truck & Trailers continually profiles our national sponsors as it travels to events across North America providing spectators and competitors with *NHRDA* apparel and promotional items.



NHRDA Classifieds

The *NHRDA* has renewed their sponsorship again with RacingJunk.com to provide both sponsors and members a international forum in which to sell both new and used products that range from full blown race vehicles to parts and accessories.

The 2012 MBRP Diesel Drag Race Series will feature the following events,

Diesel Drag Racing



Sled Pull Competitions



Show & Shine Contests



Dyno Competition



Burnout Contests



With 6 points divisions spanning the U.S. and Canada...

Culminating with the NHRDA World Finals where the top 16 competitors of each division go head to head for title of "World Champion!"



The National Hot Rod Diesel Association has developed several different sponsorship opportunities tailored to fit the marketing and budgetary requirements of most any company.

The different sponsorship levels are designed to provide maximum value to our sponsors. At the NHRDA, we realize that what may seem valuable to one organization may not hold true for another. Each package will be tailored to fit the needs and desires of each organization within the parameters of the desired package. The following pages contain definitions of the products and services available for

the different sponsorship levels. Once you have reviewed the information please call us at:

(360) 658-4353 or e-mail us at sponsorship@nhrda.com and our helpful staff will answer any questions you may have and begin customizing a package that will fit the needs of your organization



1. Title Sponsorship

➤ Series Title

Sponsor retains the naming rights to the NHRDA drag race season as well as all advertising and benefits associated with the it.

➤ Event Title

Sponsor will retain the naming rights for the individual event purchased as well as any advertising and benefits associated with it.

2. National Level Sponsorship

National level sponsorship is the highest level available with the NHRDA second only to Title Sponsorship.

There are 3 levels of National sponsorship, Gold, Silver, & Bronze. Sponsor will retain any advertising and benefits associated with the level purchased for the calendar year.

3. Race Class Title Sponsorship

Drag racing classes are available for sponsorship at every NHRDA event. Sponsor will retain the naming rights for the class(s) purchased as well as any advertising and benefits associated with it. Sled pulling classes will be available at select events. Classes vary regionally and will be announced as soon as event details are finalized and offered on an event to event basis.

Join the fastest growing race organization in the World!

4. Event Level Sponsorship

➤ **There are 3 levels of Event sponsorship**

The three levels available are Gold, Silver, & Bronze. Sponsor will retain any advertising and benefits associated with the level purchased for that event.

➤ **Vendor Space**

NHRDA has premium vendor spaces ranging in size from 10'x10' to Tractor/Trailer at all sanctioned NHRDA events

➤ **Track Banners**

Sponsors banners are displayed in multiple marquee locations at every NHRDA sanctioned event.

Banners are to be supplied at 3'x8'. National Sponsors receive premium placement.

*Banners to be provided by sponsor. The *NHRDA* can provide banners for an additional charge.

➤ **Tower Announcements**

During NHRDA sanctioned events sponsors will be recognized several times through tower announcements and regular broadcasts during sanctioned event.

5. Lane Sponsorship (Right / Left)

➤ Both Drag racing lanes are available for sponsorship at every NHRDA event. Sponsor will retain naming rights for the lane purchased for the duration of the event.

6. NHRDA Website

Banner locations are available for purchase on the *NHRDA* website in any location other than the homepage. You must be participating in a National level capacity in order to gain visibility on the *NHRDA* homepage.

7. Featured Event Sponsorship

The following events will be available for individual sponsorship at select *NHRDA* events, Sled Pull & Dyno competitions, Shown n' Shine, and the Burnout Contest. Sponsor will retain the naming rights for the event(s) purchased as well as any advertising and benefits associated with it. Not every event will feature all of these contests and will be announced as soon as event details are finalized and offered on an event to event basis.

8. NHRDA Official event apparel

Sponsor logo to be placed on custom event T-shirts designed for *NHRDA* marquee events. Custom event apparel will only be produced for a certain number of marquee events and will be announced as soon as event details are finalized.

9. Televised Events

The 2011 NHRDA World Finals was the first event in the history of the *NHRDA* to be filmed for National Television. Every advertising opportunity offered by the *NHRDA* for this event sold out in 2 days! The final program will air on Mav-TV.

The *NHRDA* is currently in negotiations with multiple national networks for the upcoming *NHRDA* 2012 drag race season. Once a contract has been signed and the details have been handled the *NHRDA* will once again be offering several advertising opportunities ranging from commercials to lane sponsorship.

All *NHRDA* national level sponsors will have first right of refusal of these opportunities according to level from Series Title, to Gold level on down to Bronze. The remaining inventory will then be available to lesser sponsorship participants. This is yet another measure that the *NHRDA* has chosen to take ensuring maximum return and value to our sponsors.



Congratulations to Martin Barkey of MBRP Performance Exhaust for securing the National Title Sponsorship slot for the 7th consecutive year!

Thank you for your continuing support of the NHRDA. We look forward once again to providing you with the recognition and exposure that your organization deserves in 2012.

A word from MBRP Performance Exhaust

As the 2011 Season comes to a close I wanted to let you know that through all these years I continue to be impressed by your National Hot Rod Diesel Association. This year as you know we "Doubled Down" on our investment by sending our sales rep(s) out to the events. I wanted to thank you for making this possible by carrying our tent and by assisting my guys at the events this year, in almost every case I heard that you had the booth set up before the gates opened and always in prime position.

My guys came from each event beaming about connecting with both the retail customers that fill the stands and the Diesel enthusiasts that compete on the track. I am convinced there is no other event with a more complete cross section of our customers.

I want to thank you for your hard work and commitment to our industry and its enthusiasts.

*Sincerely,
Martin Barkey*



Thank you for taking the time to review our 2012 sponsorship package. As you can see the 2012 season will give your company maximum exposure at a great value while reaching your target audience on a international scale.

The **NHRDA** strives to put your company and its products on the highest possible profile and awareness to the end consumer, while providing you the maximum return on your marketing dollar. We know that in this harsh economic climate that every dollar counts.

I assure you that dollar for dollar the NHRDA will be one of your most effective & productive marketing tools in 2012.

“Let’s take your company to the next level.”

Thank you for your time and interest in the **NHRDA**.

Randy Cole
President of the **NHRDA**



Join the Fastest Growing Race Organization In The World!

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