



Melling Performance Parts recognizes Grassroots Racers, Fans, Shops, and Weekly Tracks & Series with the 2018 Melling Performance Race Weekends Across America Tour!

Melling Performance will host "Melling Race Weekends Across America" at all Contingency Connection Grassroots Tracks & Series in appreciation of their loyal racers, fans, and shops across the USA! Member tracks & Series will designate ONE (1) event in the month of August as "Melling Race Night" and post the Melling logo on their website schedule. Melling Performance will then ship a **\$1000** retail Promotional Package with gifts and awards for Racers, Track Officials, and Fans to qualifying track & series!

The Melling Awards Package will have a variety of gift items and certificates and the quantities listed below are approximate. Melling will also ship a minimum of (2) Melling Performance Banners to hang up at the entrance Gate or around the track.

Tracks & Series can distribute awards in whatever way will most BENEFIT their racing program, goodwill, and profitability.

SAMPLE/Suggested Awards Distribution to Racers, Officials, and Fans:

RACER Awards-

Each Track & Series will receive the following for (2) Race Winners

\$150 Melling Performance Product Gift Certificate

- (1) Melling Performance T-shirt
- (1) Melling Performance Hat
- (1) Melling Performance Cooling Towel
- (1) Melling Performance Can Koozie

OFFICIAL Awards-

Each Track & Series will receive the following for Track Officials and Staff:

- (7) Melling Performance T shirts
- (7) Melling Performance Hats

FAN Awards-

Each Track & Series will receive the following fan giveaways to boost attendance:

- (18) Melling Performance Cooling towels
- (48) Melling Performance Koozies
- Melling Performance Decals
- Melling Performance Pens

**Contingency Connection AND Melling Performance will offer advertising support for Melling Race Weekend events on our respective websites and social media*

** All quantities are approximate*