



"Fastest Little Dirt Track in America"

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To whom it may concern:

The Hagerstown Quarter Midget Association is a 501(c) (3) public charity non-profit children's racing organization and we currently have marketing/sponsorship opportunities available. Quarter Midget racing is a family oriented sport where children ages 5 -16 race ¼ scale midget cars. We are affiliated with the Quarter Midgets of America (QMA) organization. The following is a brief description of QMA and the benefits of quarter midget racing;

Benefits of QMA...

Quarter Midget Racing was started to develop sportsmanship in the children while also providing a family oriented racing activity. In recognition of the drivers, trophies are awarded at Regional, State, and National events. No cash prizes are awarded.

- Quarter Midget racing is not a "drop off your kid" kind of sport, but an involved family sport. Few other sports permit all members of the family to participate. The kids do the driving while other family members serve as pit crews, chief mechanics, scorers, timekeepers, and operators of concession stand or novelty booths.
- It teaches the meaning of sportsmanship, fair play by following rules, how to be a good winner or a gracious loser.
- It develops coordination, and a sense of timing and independent thinking.
- It teaches self-reliance. Once a green flag has dropped, they are on their own.
- The spirit of competition also comes along here. They learn to drive hard, but that rules must be observed. Rule infractions may result in disqualification.
- Development of knowledge and an appreciation for mechanical devices.
- It teaches safe driving skills that are carried on in their teen years on the road. Very few people develop the skill that these children acquire. We believe this level of skill is valuable when they become adult drivers. They learn that there is a place to race an automobile— which is NOT on the public highway systems where so many young adult drivers lose their lives.
- It develops a sense of responsibility. Alertness and concern for the safety of others is acquired.
- It gives drivers a well-earned right and a sense of pride and accomplishment. They stand taller and are more confident after becoming a proficient Quarter Midget Driver. This confidence and sense of "belonging to a group", along with our Race for Drugs Program, could someday be a factor in helping these kids "Say No to Drugs".

See QMA's website at www.quartermidgets.org for more information about the sport.



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Our facility is located on the grounds of the Hagerstown Speedway in Hagerstown, MD. Our club members reside in MD, PA, VA, and WV. We have over 25 regular season races a year and a few special event races also. We have hosted the Region 2 States Race and the QMA National Dirt Grand's on several occasions bringing racers and their families from across the country. See our website at www.hagerstownqma.com for more information about our facility.

Our club is seeking support from area businesses and organizations and racing related businesses to help us make improvements to our facility which will benefit the racers, their families and spectators. Some of those improvements include; installing "soft" walls, installing electronic scoring, installing an enclosed scale and tech area, and purchasing "house" cars that can be awarded via a scholarship program to families that are interested in getting their children involved but who may not be able to afford to get started. These improvements will also help to attract new racers and spectators to our facility whereby increasing exposure for our sponsors.

It's been published in marketing publications that racer's and race fans are the most "brand loyal" segment of society. They support the businesses that support our sport. Your company name and logo will be seen by the hundreds of weekly event racers and spectators at our track and by spectators who visit the "Big" Speedway weekly. We will also place your name, logo and link on our website.

The following page contains several different marketing/sponsorship packages. Contact keith@hagerstownqma.com or 717-226-1400 if you have any questions and for proof of 501c3 status.

The HQMA Officers, Board of Directors and the sponsorship/fundraising committee thank you in advance for your consideration.

President: Jon Piper
Vice President: Keith Leydig
Secretary: Rick Lowe
Treasurer: Amy Corbett
Board of Directors: Mike Crowl, Chuck Fitz & Andy Schwarz

Sponsorship Packages:

Website link: We'll place a link to your website utilizing your company name/logo on our website for one year. (In 2010 our website had 6,494 visitors, 13,758 visits with a total of 484,029 "hits"): \$100

Track Billboard Sponsor: A 2' x 4' billboard sign displaying your company logo for an entire season: \$250.00. Subsequent renewal sponsorships will be \$200.00 per year.

One Race Trophy Sponsorship: Your company name will be engraved on trophy's which are presented to those drivers who finish in the top 3 positions in each divisions feature race event that day. Your name as the sponsor of the event will be announced over the public address system periodically throughout the racing event. You are also welcome to be present for the race and display your company's product/service information: \$250.00.

Track Billboard Sponsor *and* One Race Trophy Sponsorship: Both for \$450.00.

"House" Quarter Midget Car sponsor: A car purchased by the Club (purchase pending) that will be loaned to a novice member for a one year period through a "scholarship" program that will be lettered with your company name and decaled with your logo: \$1,000.00.

Victory Lane Sponsor: Your Company's name/logo will be the sole sponsor of our victory lane for the entire season: \$1500.00.

Electronic Scoreboard Sponsor: Your company name/logo will be the sole sponsor of our electronic scoreboard (pending purchase): \$2,500.00.

Entire Season Trophy Sponsorship: Your company name/logo will be engraved on trophy's which are presented to those drivers who finish in the top 3 positions in each divisions feature for each regular season race for \$4000.00.

10 race point series (4/17, 4/23, 5/21, 6/17, 7/1, 7/15, 8/19, 9/9, 9/23 & 10/16): Your company name/logo will be engraved on medallions awarded to each points race winner, on the trophy's awarded at the end of the year and on a special 5' x 10' HQMRA points series victory lane banner: \$1,500. Associate series sponsor package: \$500; class sponsor \$250.

Mason Dixon Shootout Event Sponsor: (This is a USAC Mopar .25 Midget "Generation Next" national tour event) Your company name/logo will be engraved on the events' flyers, news releases, T-shirts, trophies and on a special 5' x 10' Mason Dixon Shootout victory lane banner. A 2' x 4' Track Billboard displaying your company name for the entire season will be included. The event for 2011 is scheduled for June 3-5 and will be streamed live via the internet. \$5,000.00

Merchandise donations would also be accepted for our raffle table during the Mason Dixon Shootout.

2nd Annual Greg Kerr Memorial Event Sponsor: Your company name will be engraved on the events' flyers, news releases, T-shirts, trophies and on a special 5' x 10' Greg Kerr Memorial victory lane banner. A 2' x 4' Track Billboard displaying your company name for the entire season will be included. The event for 2011 is scheduled for Sept. 3 & 4(if needed). Our track records will be opened and racers from all over will be attempting to set fast time at "The Fastest Little Dirt Track in the East": \$5,000.00.

T-shirt sponsors: Your company name/logo will appear on special event T-shirts (Mason Dixon Shootout and 2nd Annual Greg Kerr Memorial). \$300 for one event T-shirt; \$500 for both event T-shirts.

Other ideas?: Contact keith@hagerstownqma.com or 717-226-1400 to discuss

COMPANY NAME: _____
ADDRESS: _____
PHONE #: _____ FAX #: _____
CONTACT PERSON: _____
EMAIL: _____

Checks or money orders made payable to **Hagerstown Quarter Midget Racing Association Inc.** can be mailed HQMA, 15112 National Pike, Hagerstown, MD 21740 along with your company's logo.