



CENTRAL MOTORCYCLE ROADRACING ASSOCIATION

2019 CMRA CLASS SPONSOR GUIDELINES

The CMRA welcomes companies and individuals to be involved as class title sponsors. All of the posted awards are paid directly to the riders and teams, and there is no fee charged by the CMRA. Below are the guidelines for sponsorship.

EXPERT CLASS AWARDS

CMRA Race Entry Voucher awards with a minimum of \$150 per event to a minimum of 3 places, **plus a \$175 trophy fee for end of the year banquet trophies.** The class sponsor pays the CMRA directly to award Race Entry Vouchers toward future race entry fees. Race Entry Vouchers will list value, sponsor name, logo, contact info, race date and winner's name. Championship bonuses are welcome.

NOVICE CLASS AWARDS

Certificates-only (no cash awards) with a minimum of \$150 per event to a minimum of 3 places, **plus a \$175 trophy fee for end of the year banquet trophies.** All Certificates must list face value and products/services available. Certificates must be good for dollar value credit toward products/services rather than a percentage off products/services. In other words, multiple Certificates can be combined for credit toward the purchase of that sponsor's products/services.

Championship bonus Certificates are suggested. Sponsors may supply their own certificates or if preferred, the CMRA will produce the certificates for the Sponsor.

BENEFITS TO SPONSORS

Sponsors are listed as CMRA Class Sponsor on all event schedules, class grid sheets, and class results sheets, the sponsor's logo and link are shown on the CMRA website for the season as well as two sponsor banners at each CMRA event, to be provided by sponsor. Sponsor name will appear in CMRA press releases sent out to the media outlets. Sponsors are also listed on the end of the year banquet trophy of the class that they sponsor.

SPONSOR REQUIREMENTS TO PAY AWARDS

Payment for Expert class Vouchers or Novice class Certificates must be received in the CMRA office no less than 5 to 7 days prior to each event date or delivered directly to the Registration office by Saturday morning at each event. The CMRA Administrator will place each Voucher or Certificate in an envelope which will be made available to the recipient at the event.

RACER REQUIREMENTS TO EARN AWARDS

Racer must display Class Sponsor stickers as directed and must list the Class Sponsor in results Sponsor List to be eligible. Stickers to be provided by Class Sponsor.

UNCLAIMED AWARD CERTIFICATES

Awards which are unclaimed by recipients as of December 31, 2019 or for which there is no eligible recipient will either be disposed of at the CMRA office or returned to the Class Sponsor.

CLASS SPONSOR LIMITS

One sponsor per class to maximize exposure and benefits to each sponsor.

For additional information, class availability, and sponsorship advisement please contact Shandra Crawford: cmrapromotions@gmail.com or 818-370-3613.