

PROMOTE YOUR PRODUCT OR SERVICE WITH...

THE MOST POWERFUL MOTORSPORT ON THE PLANET!

A N D R A
DRAG RACING

AUSTRALIAN NATIONAL DRAG RACING ASSOCIATION LTD

CONTINGENCY PROGRAMME 2015/16

WHO IS ANDRA?

The Australian National Drag Racing Association Limited (ANDRA) is the primary drag racing sanctioning body in Australia.

The organisation was created in 1973 from a drag racing oriented faction of the Australian Hot Rod Federation.

Today ANDRA sanctions over 300 races throughout Australia at all levels from off Street events to National Championships attending regional temporary facilities to international standard facilities in capital cities.

ANDRA drag racing has been recognised as the best in the world outside of the United States. In 1994 ANDRA became a foundation member of the Drag Racing Commission of the Federation Internationale de l'Automobile (FIA) and to this day enjoys a healthy relationship with drag racing bodies around the world.

Over the past 15 years, ANDRA licence holder numbers have grown from less than 900 to almost 4000 nationally, without counting the thousands of racers who take part in ANDRA off-street events using temporary licences.

WHAT IS THE CONTINGENCY PROGRAMME?

The ANDRA Contingency Programme 2015/16 provides cash or product bonuses for participants in a national point score series operated by the Australian National Drag Racing Association Ltd. during the 2015/16 season of ANDRA Championship Drag Racing.

The ANDRA drag racing series is split into two segments; the ANDRA Drag Racing Series for our 'Group 1' brackets and the Summit Racing Equipment Sportsman Series for 'Group 2/3/4'.

Bonuses are paid to successful racers after each round of their Australian Championship, where they reach the finals of their brackets, and meet the conditions of the programme, which include use of the Sponsor's product or service where required, and display of the Sponsor's decal.

ANDRA Contingency Sponsors receive direct exposure to the sizeable market inside ANDRA Drag Racing through promotional material circulated by ANDRA, and to numerous drag racing fans at each event through vehicle signage.

ANDRA Contingency Sponsors may receive additional advertising through television, online and print media coverage of ANDRA drag racing.

Use of a product or service in a motorsport as demanding as ANDRA Drag Racing is an great endorsement, and Sponsors are encouraged to take full advantage of that through the releases provided by ANDRA.

The programme is not just limited to hard-core racing equipment. The nationally based series encourages racers to contest interstate events, so areas like travel, accommodation and transport requirements are also relevant.

THE SERIES

The ANDRA Drag Racing Series runs parallel to the Summit Racing Equipment Sportsman Series and covers the same championship period, and does include some alternative facilities such as Darwin in Northern Territory.

The ANDRA Drag Racing Series comprises of Top Fuel, Top Fuel Motorcycle, Top Doorslammer, Top Alcohol, Pro Stock, and Pro Stock Motorcycle. All points earned during the season including bonus points for performance are counted towards the championship.

The 2015/16 Summit Racing Equipment Sportsman Series will be run over approximately 10 Events. The series begins in July and runs through until April when National Champions are crowned in each class.

The Summit Racing Equipment Sportsman Series includes competitors in groups 2, 3 and 4 (Competition, Super Stock, Super Compact, Competition Bike, Supercharged Outlaws, Top Sportsman, Modified, Super Sedan, Modified Bike, Super Street, Super Gas and Junior Dragster.) These competitors can score points at any round of the championship but are capped at a maximum of 300 going into the Grand Final.

HOW MANY BRACKETS MUST I POST A CONTINGENCY BONUS FOR

The minimum is two (2), and there is no maximum, ANDRA have a total of eighteen (18) brackets.

GETTING THE MESSAGE OUT

A comprehensive Contingency Information notice will be circulated to all ANDRA Licence holders containing details of ANDRA Contingency Sponsors and their postings.

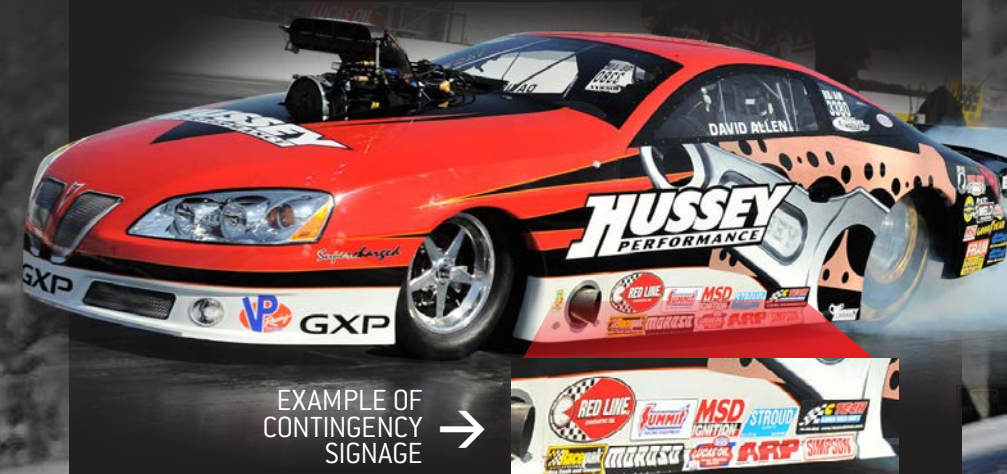
This is the first place racers look when buying equipment special requirements are listed along with information on how to nominate and claim.

Full details of the ANDRA Contingency Programme 2015/16 are provided on www.andra.com.au and racers can nominate electronically prior to each round.

Direct links to Sponsors' own sites are incorporated in the menus, so anyone can connect with a simple click of a button.

A LOYAL COMMUNITY

The ANDRA Contingency Programme is one of the most effective and efficient ways for suppliers and manufacturers of drag racing equipment and related services to put themselves in front of potential customers.



TOP ALCOHOL



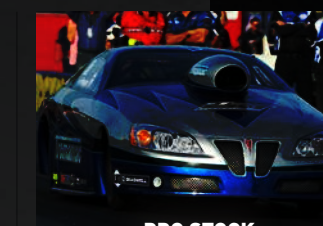
MODIFIED BIKE



COMPETITION



TOP FUEL



PRO STOCK



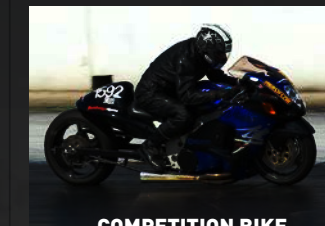
PRO STOCK MOTORCYCLE



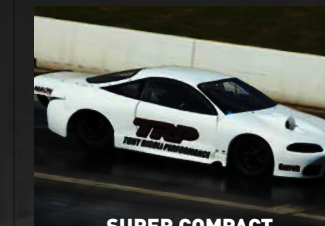
SUPER GAS



JUNIOR DRAGSTER



COMPETITION BIKE



SUPER COMPACT



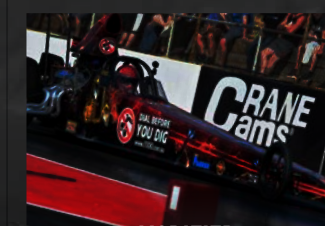
SUPER STOCK



TOP SPORTSMAN



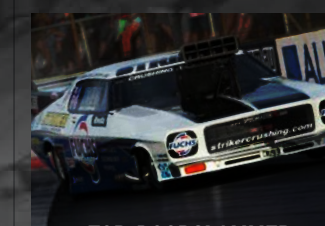
SUPER STREET



MODIFIED



SUPERCHARGED OUTLAWS



TOP DOORSLAMMER



SUPER SEDAN



TOP FUEL MOTORCYCLE

ANDRA
DRAG RACING
SERIES

Summit
RACING EQUIPMENT
Sportsman
Series

EXPOSURE

- **Race vehicle signage**
- **ANDRA website scroll signage and links (footer)**
- **Advertising in Fastlane magazine minimum of once per year 1/8th page**
- **Receive quarterly Fastlane magazine**
- **Signage on ANDRA promotional truck (sponsor to supply)**
- **Option to take up ANDRA official supplier status**
- **Access to targeted and direct marketing through ANDRA Contingency Programme member database, inserts in publications, mail outs, links (QR code) within emails to members**

Each racer claiming an ANDRA Contingency bonus is required to sign an Advertising Release, permitting the Sponsor to refer to use of their product or service in advertising.

COST

*Fees quoted are GST Exclusive, GST payment requirements listed in full agreement.

Racer Payout \$100 winner \$50 runner-up for each bracket nominated (min 2)

(Voucher rewards in lieu of cash payments may be accepted, conditions apply)

Where all conditions specified under the agreement are met, the sponsor shall pay each winner a sum of \$100.00 and each runner up a sum of \$50.00 within 30 days of notification from ANDRA.

Administration Fee:

\$500.00 each (1-5 products/services)
 \$450.00 each (6-9 products/services)
 \$410.00 each (10-19 products/services)
 \$390.00 each (20 + products/services)

NB. Each unique decal represents an individual product.
 E.g. A company has a decal for Cylinder Heads and a different decal for Intake Manifolds this would be considered 2 products.

TELEVISION



ANDRA's categories were fully televised during the 2014 season on SBS, Speed Channel (now FOX Sports) MAV TV and Motors TV. 25 shows were aired on SBS, 73 hours were aired on Speed Channel and an additional 56 hours were shown on MAV TV to date with a few shows left to run for the year. These shows provide an exposure of some 154 reportable hours over the season, giving hundreds of teams air time.

Episodes on SBS have an average audience of 345,000 and increase of 245% on the 2013 season. Speed Channel shows have a total annual audience of 584,138 and MAV TV 894,685.

Total annual audience to date is over 10 million.

Shows are also available online at any time with no subscription needed via ANDRA's website ANDRA Catch Up TV, Speedweek Website, Motorsports TV Website and App providing another boost to audience numbers.



RECOGNITION

ANDRA provides a Certificate of Participation for each product or service, suitable for foyer display at your place of business. This confirms your direct support of ANDRA Championship Drag Racing through the 2015/16 season.

HOW TO BECOME INVOLVED

To be a part of the 2015/16 ANDRA Contingency Programme please contact ANDRA reception on **08 8271 5355**, email contingency@andra.com.au or visit www.andra.com.au and follow the links.