HELP US BUILD A NEW TRADITION! BECOME A SPONSOR OF THE INAUGURAL



NOVEMBER 8 & 9, 2013

DARLINGTON, SC

SHOWCASE YOUR PRODUCT, MARKET DIRECTLY TO AND PLACE YOUR COMPANY IN FRONT OF POTENTIAL CONSUMERS WHILE HELPING SUPPORT THE NEWEST TRADITION AT DARLINGTON RACEWAY!

Presenting Sponsor—\$5,000 (One Available)

- •Press release announcing the sponsorship
 - i.e. Speed & Feed Cook-Off and Car Show Presented by *Your Company*.
- •Your Company name/logo will be associated with various forms of media advertising where applicable.
- •Your Company name/logo prominently displayed at festival entrance.
- •Your Company will receive constant recognition during announcements throughout the festival in proportion to sponsorship level.
- •VIP Judge Position
- •Link to *Your Company's* website will be displayed on the Darlington Raceway and/or the Speed & Feed BBQ Cook-Off and Car Show website for a full year.
- •Featured story in our quarterly newsletter.
- •First right of refusal to be the *Presenting Sponsor* in next year's Speed & Feed BBQ Cook-Off and Car Show.
- •40'x40' display space at the festival.
- Twenty (20) complimentary festival tickets.

Entertainment Sponsor—\$4,000 (One Available)

- •Press release announcing the sponsorship
- i.e. TBD band presented by *Your Company* featured at the Speed & Feed BBQ Cook-Off and Car Show.
- •Your Company name/logo will be associated with various forms of media advertising where applicable.
- •Your Company name/logo prominently displayed on the main stage.
- Your Company will receive constant recognition during announcements throughout the festival in proportion to sponsorship level.
- •Link to Your Company's website will be displayed on the Darlington Raceway and/or the Speed & Feed BBQ Cook-Off and Car Show website for a full year.
- •20'x20' display space at the festival DARLINGTON RACEWAY®
- •Ten (10) complimentary festival tickets.

Family Fun Area Sponsor—\$3,000 (One Available)

- Press release announcing the sponsorship
- i.e. Family Fun Area presented by *Your Company* featured at the Speed & Feed BBQ Cook-Off and Car Show.
- •Your Company name/logo will be associated with various forms of media advertising where applicable.
- •Your Company name/logo prominently displayed in the Family Fun Area.
- Your Company will receive constant recognition during announcements throughout the festival in proportion to sponsorship level.
- •Link to Your Company's website will be displayed on the Darlington Raceway and/or the Speed & Feed BBQ Cook-Off and Car Show website for a full year.
- •20'x20' display space at the festival.
- •Ten (10) complimentary festival tickets.

Official Sponsor—\$2,500

- Your Company name/logo will be associated with various forms of media advertising where applicable.
- Your Company will receive constant recognition during announcements throughout the festival in proportion to sponsorship level.
- •Link to Your Company's website will be displayed on the Darlington Raceway and/or the Speed & Feed BBQ Cook-Off and Car Show website for a full year.
- •20'x20' display space at the festival.
- •Ten (10) complimentary festival tickets.

Promotional Sponsor—\$1,000

- •Your Company name/logo will be associated with various forms of media advertising where applicable.
- Your Company will receive constant recognition during announcements throughout the festival in proportion to sponsorship level.
- •Link to Your Company's website will be displayed on the Darlington Raceway and/or the Speed & Feed BBQ Cook-Off and Car Show website for a full year.
- •10'x10' display space at the festival.
- •Four (4) complimentary festival tickets.

Community Sponsor—\$500

- •Your Company name/logo will be associated with various forms of media advertising where applicable.
- •Your Company name will be displayed on the Darlington Raceway and/or the Speed & Feed BBQ Cook-Off and Car Show website for a full year.
- •Two (2) complimentary festival tickets.

BBQ COOK-OFF & CAR SHOW

For question	ons about sponsorship opportunities, pie	ase contact.
Raymond Sides		
	Account Executive	
	Phone: 843-395-8892	
	rsides@darlingtonraceway.com	
Jeff Taylor		

Phone: 843-395-8877

jataylor@darlingtonraceway.com

Sponsorship Letter of Agreement

Company Name:	_ ("Company")
agrees to provide a financial sponsorship for the Speed & Feed BBQ Cook-Off and Car Show ("	'Event") to be
held on November 8-9, 2013 at Darlington Raceway ("Raceway"). As a sponsor, Company will	receive the
applicable sponsorship benefits and opportunities as described within this information packet	t. I further un-
derstand these opportunities will not be valid until this agreement is signed and my check has	s been issued
and accepted by Darlington Raceway of South Carolina, LLC ("DAR"). In order to appear in rad	io advertising
(if applicable), commitment must be received by August 1, 2013. The earlier a sponsor agreer	nent is re-
ceived, the more publicity and more items that sponsor logo will appear on.	

The Company whom I am authorized to represent and bind to this agreement would like to participate in the Event at the ______ sponsorship level (see front side of this agreement for sponsorship levels). Company agrees to provide digital artwork, including a hi-resolution logo, for all promotional advertising. Company understands that the booth space ("Booth") provided at the festival does not include a tent, or tables and chairs. It is the sole responsibility of Company to prepare the Booth as desired for the festival.

Indemnification: Company shall indemnify, defend and hold harmless Darlington Raceway of South Carolina, LLC its parent, subsidiaries, limited liability and affiliated companies, and their respective shareholders, members, directors, officers, employees, agents, and sponsors ("Indemnified Parties") from and against any and all liability, loss, damage, expenses, court costs and attorneys' fees in connection with, arising out of or directly or indirectly, related to (i) any claim of damage resulting from the acts, omissions or violation of any law, code, ordinance or otherwise (including but not limited to the Americans with Disabilities Act and analogous state or local laws relating to

nondiscrimination and/or accessibility for guests with disabilities) of Company, or Company's subcontractors, agents or employees; (ii) any claim of economic loss or of damage to property or of death or injury to persons, resulting from use of Company's products or services; (iii) any claim of false or deceptive promotions or advertising by Company; or (iv) any claim of loss or damage resulting from Company's breach of this Agreement.

Each party shall give the other party prompt notice of any claim or suit coming within the purview of these indemnities. Upon the written request of the indemnitee, the indemnitor will assume the defense of any claim, demand or action against such indemnitee and will, upon the request of the indemnitee, allow the indemnitee to participate in the defense thereof, such participation to be at the expense of the indemnitee. Settlement by the indemnitee without the indemnitor's prior written consent shall release the indemnitor from the indemnity as to the claim, demand or action so settled. Termination of this Agreement shall not affect the continuing obligations of Company as indemnitor hereunder.

Insurance: Company shall maintain comprehensive general liability insurance with a combined single limit of not less than One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate, including as additional insured the Indemnified Parties.

Company shall maintain motor vehicle liability insurance on any vehicle (owned, non-owned or hired) to be used at the Raceway with coverage limits of not less than One Million Dollars (\$1,000,000).

Company shall maintain (or require the applicable employer to maintain) workers compensation insurance, in an amount consistent with the statutory minimums required by the state of South Carolina, on any vehicle driver and on any other persons working as an employee of Company or as an independent contractor in conjunction with Company's use of the Booth provided under this Agreement.

Prior to the time Company brings its display upon the Raceway or otherwise commences to use the Booth, Company must have provided DAR with insurance evidencing the required insurance coverage as described herein above. Such certificate of insurance shall specifically state that the insurance is primary and non-contributory over any other insurance that may be available to an

Indemnified Party, and that a waiver of subrogation shall apply in favor of the Indemnified Parties. Should the above described policy(ies) be cancelled before the expiration date thereof, notice will be delivered in accordance with the policy provisions.

The Indemnification and Insurance provisions shall survive the expiration or termination of this Agreement. Should the above

described policies be cancelled before the expiration date thereof, notice will be delivered to DAR in accordance with the policy's provisions.

I agree that full and final payment for the sponsorship will be paid to DAR no later than October 4, 2013.

Signed by:			
Printed Name:			
Title:			
Company Address:			
City	State	ZIP	
E-mail:			
Web Site:			
Additional information:			

Please return the attached agreement with check payable to:
Darlington Raceway of South Carolina, LLC
PO Box 500
Darlington, SC 29540-500