



2023 Giveaway Guidelines

SMIP acknowledges the importance of Corporate Sponsorships, selling tickets and fan appreciation at our events. At times, Corporate Sponsors and Speedways have requests to give away promotional items to fans attending our events. In an effort to reduce potential lost revenue, SMIP requests that everyone follows the below guidelines for Sponsorship/Client Display activation.

All giveaway items must receive pre-approval from SMIP prior to the event weekend.

Please use this letter as a guide when you are purchasing and organizing your giveaway items for race weekends.

Giveaway items cannot contain event, track or driver marks.

Examples of Allowed Giveaway Items:

Banners	Gift Cards	Photos
Beads	Hand Fans	Plastic Cups
Bookmarks	Hand Sanitizer	Pop Sockets
Calendars	Keychains	Posters
Cell Phone Wallets	Lanyards/Credential Holders	Power Banks
Cinch Bags	Lighters	Stickers
Face Masks	Note Pads	Temporary Tattoos
Flash Drives	Pencils	Wristbands
Flash Lights	Pens	

Restricted Give Away Items:

Can / Bottle Coolies	Seat Cushions
Clear Backpacks	Sunglasses
Ear Plugs	Sunscreen
Hats	Tee Shirts
Rain Ponchos	Towels – Cooling/Rally/Golf

If any of the above restricted items must be given away to secure client for event – the following will apply.

- SMIP produces or sells the item to Client/Track or Track pays SMIP a buy-out price that will be automatically invoiced at conclusion of event
- Item does not contain event or track logos. Only contain sponsor logo
 - Can Coolies – limit to 500 (\$3 each buy out price) Lead time 4 weeks from approved art.
 - Clear Backpacks – limit to 500 (\$10 each buyout price)
 - Ear Plugs – limit to 1000 (.50 cents each buy out price)
 - Hats – limit to 250 to give away (\$8 each buy out price) Lead time 15 weeks from approved art. Lesser lead times via air.
 - Rain Ponchos – limit to 500 (\$2 each buy out price)
 - Seat Cushions – limit to 100 (\$5 each buy out price) Lead time 12 weeks from approved art.
 - Sunglasses – limit to 100 (\$5 each buy out price) Lead time 4 weeks from approved art.
 - Sunscreen – limit to 500 (\$2 each buy out price) Lead time 4 weeks from approved art.
 - Tee Shirts – limit to 1000 to give away (\$5 each buy out price) Lead time 3 weeks from approved art
 - Golf/Rally/Cooling Towels – limit to 2500 (\$2.50 each buy out price) Lead time 4 weeks from approved art.

SMIP requires the opportunity to quote on any give away items, whether it is an item SMIP sells or does not sell.

During the event, Track Sales department and SMIP shall monitor the Corporate Display Area to ensure all give away items were pre-approved as part of the agreement with the Track.

SMIP requests a list of all items to be given away at track prior to the event.

Please see attached template form that should be used for approval.

Any display selling merchandise must obtain a third-party agreement with SMIP and be pre-approved.

Please find below the appropriate contact for each location to work with on all matters concerning merchandise.

Atlanta Motor Speedway Rachelle Fordham O: 770-707-4049 C: 678-812-4671	Bristol Motor Speedway Jonathan Moore O: C: 423-957-1855	Charlotte Motor Speedway Robbie Fuller O: 704-455-4390 C: 704-701-0431
COTA Stacy Strawn O: C: 817-714-4580	New Hampshire Motor Speedway Jonathan Moore O: C: 423-957-1855	New Hampshire Motor Speedway Jonathan Moore O: C: 423-957-1855
North Wilkesboro Speedway Stacy Strawn O: C: 817-714-4580	Las Vegas Motor Speedway Stacy Strawn O: C: 817-714-4580	Sonoma Raceway Megan Valenzuela O: C: 530-774-7543
Texas Motor Speedway Rachelle Fordham O: 770-707-4049 C: 678-812-4671		