

DISPLAY PASSPORT PROGRAM INFORMATION

Perhaps the most fan friendly program during Ford Championship Weekend is the Display Passport Program. Now in its 5th year this program is designed to drive foot-traffic to our promotion display partners who sign-up to participate in the program and collect valuable data from the most brand loyal fans in the sports industry. We have seen enormous enthusiasm and interest on both the part of the fans and our display partners who have benefited from their participation in the program.

Our display partners, or Passport "Pitstops", provide item(s) for our prize pool. We ask that this item be valued around \$2,000 in order to boost participation, data collection and ultimately foot-traffic of our fans. Examples of previous prizes include autographed racing suits, gift cards, signed racing hoods, bar sets and much more. The success of the program is in part a result of the prize offering, the more valued the prize, the greater participation/incentive to participate for the fans, and subsequently foot-traffic for our partners.

Some logistical details about the program are below:

Distribution:

- Distribution will take place at all Display Passport Kiosks located just inside the admission gates and in the outer display area

Activation:

- Fans will visit all Display Passport "Pitstops" to get their passport stamped and complete all personal information on the back of the Passport itself

Redemption:

- Once all "Pitstops" have been made, fans can redeem the Passports at any Display Passport collection bin located just inside the admission gates and at all information booths



DISPLAY PASSPORT SIGN-UP SHEET

In order to secure your spot for the 2009 Passport to Prizes Program at Homestead-Miami Speedway, please complete the information section below.

Submission of a high-resolution logo is also required for inclusion in the Passport, signage and other promotional materials for the program. If you have any questions, please contact Carla Corrons at 305-230-5232 or email ccorrons@homesteadmiamispeedway.com.

Display Partner: _____

Prize(s) to be Provided: _____

Signed: _____ Date: _____

Winners will be chosen during or following Ford Championship Weekend.

Please note: Display Partners are responsible for the shipment of prizes to Homestead-Miami Speedway by September 1st, unless prior arrangements are made for prizes to be sent to winners following the event.

Fax completed form back to Carla Corrons at 305-230-5223 and submit high-resolution logo on or before June 1st to secure your spot as a "Passport Pitstop" for the 2009 NASCAR Ford Championship Weekend

