

Dalton Turner
American Motorsports Association
2701 W Main Street, Suite 202
Jefferson City, MO 65109

July 22, 2024

Dear Potential Donor,

I hope this letter finds you well. On behalf of the American Motorsports Association (AMA), a 501(c)(3) nonprofit organization, I am writing to seek your support for the 2024 Wiener Nationals at Moberly Motorsports Park. This exciting event is scheduled for Sunday, September 1, 2024, and we are eagerly anticipating another memorable day filled with fun activities for the entire family.

The American Motorsports Association is dedicated to supporting and promoting the motorsports industry across Missouri. Our mission is to bring communities together through our events while fostering a love for motorsports. This year, we are especially proud to partner with Cars 4 Heroes, a 501(c)(3) organization that provides free basic transportation to veterans, active-duty military, first responders, and their families who are unable to obtain it on their own. Proceeds from the Wiener Nationals will directly benefit this noble cause.

Moberly Motorsports Park is a high banked 4/10th mile clay oval located on Highway US-24 east of Moberly, MO. In 2021, the track underwent a change in ownership and has experienced a number of positive improvements throughout the past several years. The new owner has introduced Trophy Tuesdays which involves racing every other Tuesday throughout the racing season, the Ben Ballard Memorial Race, and the track was also a featured host for the Randolph County Fair this summer.

The 2024 Wiener Nationals will feature a unique blend of entertainment, multiple races with the iconic Oscar Mayer Wienermobile as the pace car, a hot dog eating contest, and appearances by special guests. With an anticipated attendance of over 2,000 participants and spectators, this event presents a fantastic opportunity for your company to gain visibility while supporting a worthy cause.

We are seeking sponsorships and donations to help make this event a success. Your generous contribution will not only enhance the experience for attendees but also significantly impact the lives of those who benefit from Cars 4 Heroes. We offer various levels of sponsorship, each with its own set of benefits and recognition opportunities, including:

1. Title Sponsor: \$10,000

- Prominent logo placement on all event materials and signage
- A full week of advertising prior to the race on our custom digital sign visible from Highway 24
- Recognition in all media and press releases
- 50 complimentary VIP tickets to the event
- Opportunity to display your company's products or services at the event

2. *Platinum Sponsor: \$2,500*

- Logo placement on event materials and signage
- A full week of advertising prior to the race on our custom digital sign visible from Highway 24
- Recognition in media and press releases
- Logo placement on shirts and cool cups
- 25 complimentary VIP tickets to the event

3. *Gold Sponsor: \$1,500*

- Logo placement on event materials and signage
- A full week of advertising prior to the race on our custom digital sign visible from Highway 24
- Recognition in media and press releases
- Logo placement on shirts and armbands
- 15 complimentary VIP tickets to the event

4. *Silver Sponsor: \$500*

- Logo placement on event signage
- Recognition in media releases
- 5 complimentary general admission tickets

5. *Bronze Sponsor: \$250*

- Logo placement on event signage
- Recognition on the event website

We welcome donations of any amount, and we are also open to discussing customized sponsorship packages that align with your company's marketing goal. All contributions are tax-deductible to the extent allowed by law. ***Sponsorship deadline is August 15, 2024.***

Thank you for considering this opportunity to support the 2024 Wiener Nationals and Cars 4 Heroes. We would be honored to have your company join us as a sponsor for this exciting event. Please feel free to contact me directly at 573-680-7678 or dalton@millardfamilycompanies.com to discuss how we can work together to make a difference in our community.

Warmest regards,

Reid Millard, President/Founder

American Motorsports Association