Key Information for Team Public Relations Representatives

This handbook was created by the Marketing and Communications Department at ARCA. It is intended to provide ARCA race teams with some general marketing and communication guidelines to refer to throughout the 2015 ARCA Racing Series presented by Menards season.

Please feel free to contact the ARCA offices if you have additional questions.

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Media Contacts

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ARCA: About Us

Automobile Racing Club of America
Founded 1953 by John & Mildred Marcum
Mailing: P.O. Box 380, Temperance, MI 48182
Home offices: 8117 Lewis Ave., Temperance, MI 48182
Office hours: 9 a.m. to 5 p.m., Monday through Friday
Office phone: (734) 847-6726

Social Media

‘Like’ our page on Facebook and join thousands of other ARCA race fans in conversations about races and ARCA teams.

FACEBOOK

TWITTER

Stay updated with what’s happening in the ARCA Racing Series and beyond by following us:
@ARCA_Racing

ON THE WEB

The ARCA Racing Series presented by Menards Web site is updated daily with news and information about the series.
ARCA By The Numbers

63
2015 is the 63rd season of the ARCA Racing Series presented by Menards

20
ARCA Racing Series presented by Menards race events in 2015

12
States the ARCA Racing Series will visit in 2015

18
Different tracks on the 2015 ARCA Racing Series schedule

ARCA & Television

The 2014 season marked ARCA’s first full year on FOX Sports. NewsCorp, the parent company of FOX Broadcasting Company, rebranded SPEED in September, 2013. ARCA’s relationship with the FOX Sports family of networks reaches back to April 20, 1997, when Speedvision covered the ARCA Racing Series race at Salem Speedway. Cumulatively, Speedvision, Speed Channel, SPEED and FOX Sports 1 and FOX Sports 2 have telecast 218 races encompassing 18 years of covering the ARCA Racing Series. The 2015 season kicks off live on Fox Sports 1 at Daytona Int’l Speedway.

ARCA as a Sanctioning Body

In addition to the ARCA Racing Series presented by Menards, ARCA also is a sanctioning body for approximately 80 other racing events, from local tracks (Toledo and Flat Rock Speedways) to three touring series and a Demolition Derby that has been running for more than 40 years in southeast Michigan.

ARCA Racing Network

Charles Krall and Tim Clagg will return in 2015 for another season of ARCA Racing Network broadcasts. A veteran announcer, Krall serves as play-by-play announcer for several ARCA Racing Series events that are broadcast live on the arcaracing.com while Clagg has been a color commentator. The duo also team up during the racing season for a 60-minute weekly show that can be heard at 2 p.m. every Wednesday throughout the season.
What’s New in 2015

ARCA Ilmor 396
The ARCA Ilmor 396 is a progressive and innovative engine package option beginning in 2015.

- The purpose-built engine was developed and assembled by Ilmor Engineering.
- The engine will utilize a 396-cubic inch displacement steel engine block and will deliver a minimum 700 horsepower and 500 foot pounds of torque running at 7500 RPM.
- The engine is fuel-injected with a Holley Electronic Control Unit controlling the entire fuel injection and ignition systems.

Race Points Scoring

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Additional points awarded

- 25 points awarded upon pre-entering and competing
- 5 points awarded to any official lap leader
- 5 points awarded to leader of the most laps
- 5 points awarded to race winner
- 250 points awarded upon entering & competing in each pre-designated 5 race leg of the overall schedule
## 2015 Tracks

![2015 Race Venuess](image.png)

### ARCA History By 2015 Tracks

<table>
<thead>
<tr>
<th>TRACK</th>
<th>1ST ARCA RACE</th>
<th>ARCA RACES</th>
<th>TYPE</th>
<th>MOST RECENT WINNER</th>
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<tbody>
<tr>
<td>Daytona Int’l Speedway</td>
<td>1964</td>
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<td>Superspeedway</td>
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<td>Short</td>
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<td>Fairgrounds Speedway Nashville</td>
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<td>David Green (1992)</td>
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<td>Salem Speedway</td>
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<td>Tom Hessert (2014)</td>
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<td>Talladega Superspeedway</td>
<td>1969</td>
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<td>Superspeedway</td>
<td>Tom Hessert (2014)</td>
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<td>Toledo Speedway</td>
<td>1963</td>
<td>73</td>
<td>Short</td>
<td>Justin Boston (2014)</td>
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<td>New Jersey Motorsports Park</td>
<td>2008</td>
<td>7</td>
<td>Road course</td>
<td>Andrew Ranger (2014)</td>
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<tr>
<td>Chicagoland Speedway</td>
<td>2001</td>
<td>14</td>
<td>Superspeedway</td>
<td>Mason Mitchell (2014)</td>
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<tr>
<td>Winchester Speedway</td>
<td>1957</td>
<td>25</td>
<td>Short</td>
<td>Brandon Jones (2014)</td>
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<td>Iowa Speedway</td>
<td>2006</td>
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<td>Short</td>
<td>Grant Enfinger (2013)</td>
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<td>Lucas Oil Raceway</td>
<td>1971</td>
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<td>Short</td>
<td>Brandon Jones (2014)</td>
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<td>Berlin Raceway</td>
<td>1958</td>
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<td>Short</td>
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<td>DuQuoin State Fairgrounds</td>
<td>1983</td>
<td>31</td>
<td>Dirt track</td>
<td>Grant Enfinger (2014)</td>
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<td>Kentucky Speedway</td>
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<td>Superspeedway</td>
<td>Brennan Poole (2014)</td>
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<tr>
<td>Kansas Speedway</td>
<td>2001</td>
<td>14</td>
<td>Superspeedway</td>
<td>Spencer Gallagher (2014)</td>
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</tbody>
</table>
Race Event Information

TEAM CREDENTIALS
All team credentials are to be obtained by the race team through ARCA Registration. Teams are reminded that in order to set up an account for the event, both a team credential authorization list and method of payment must be established with the ARCA Registration Team prior to the first team member signing in for credentials.

Most race team members will need either an ARCA Photo ID annual license or an ARCA annual license. ARCA Photo ID and annual license prices are listed on ARCA license applications. Both of these licenses carry full medical benefits as described on the membership application and in the ARCA Rulebook. All individuals with race team duties that involve any type of hands-on activities in the garage, or on pit road, need one of these licenses. These licenses may be secured in advance of the race event through the ARCA office or at ARCA Registration at each event. Forms are available at arcaracing.com.

With an ARCA Photo ID annual license there is no charge per race since per-race credential fees are prepaid in the initial cost of the Photo ID annual license. With an ARCA Photo ID annual license, the license holder is authorized to bypass ARCA Registration outside the track using the ARCA Photo ID license as a credential for each race. A release and waiver, located inside the ARCA Racing Series transporter, must be signed immediately upon entering the garage area at each race event. This license is suggested for individuals attending all or most of the season’s ARCA Racing Series races, and for those who value the convenience of bypassing the process of obtaining a credential for each race at ARCA Registration.

The second type of ARCA license is an ARCA annual license. With this type of license, there is a $30 charge per race. The license holder must obtain a credential for each race at ARCA registration outside the track prior to entering the garage/pit area.

The final type of ARCA license is a single event (SEL/Temporary) license. There is an $90 charge per race. This credential is suggested for guests, family members, and/or sponsors who will not be involved in any type of hands-on activities in the garage or on pit road, and who will be attending only a handful of races per season.

2015 ARCA PIT/GARAGE AREA DRESS CODE
Since all team credentials allow the holder access to the insurance-restricted hot pit area, all rules and regulations governing acceptable activities, dress code, age restrictions, etc. must be adhered to.

RACE TEAM PARTICIPANT: All team members present in the live/hot pit area and/or actively participating in the race event activities (driver, owner, crew member, spotter, team public relations/marketing representative, etc.) must comply with the established dress code as follows: No bare midriff, no sleeveless shirts, full length pants/no shorts, full coverage footwear/no open-toed shoes.

NON RACE TEAM PARTICIPANT: Fans, sponsors, guests, family members not actively participating in the race event (see above) must only comply with the following: No bare midriff, no short shorts, no short skirts (mid-thigh), no open-toed footwear/flip flops.

2015 MINOR ACCESS TO PIT/GARAGE AREA
Upon request of a team driver, owner or crew chief, minors under the age of 14 may be granted access to the garage area under the following guideline: The minor must be on the hand of a credentialed adult, gate to the transporter and transporter to the gate. Minors under the age of 14 are not eligible to be issued credentials and may not be in the general garage area, only inside the transporter, and only upon request/permission. Under no circumstances, and at no time, are uncredentialed minors allowed in any hot pit area, including pit road and/or on the team pit box during any on-track activity.
Media Rights

ARCA OWNS RIGHTS TO BROADCAST, TAPE, PHOTOGRAPH, ETC.
AT ALL ARCA EVENTS

Teams are prohibited from any and all video capture without the express written consent of ARCA. ARCA, exclusively and in perpetuity, owns any and all rights to broadcast, transmit, film, tape, capture, overhear, photograph, collect or record by any means, process, medium, or device (including but not limited to television, cable television, radio, pay-per-view, closed circuit television, satellite signal, film productions, audiotape productions, transmissions over the Internet, public and private online services authorized by ARCA, sales and other commercial projects and the like), whether or not currently in existence, all images, sounds and data (including but not limited to in-car audio, in-car video, in-car radio, other electronic transmissions between cars and crews, and timing and scoring information) arising from or during any ARCA event and ARCA is the sole owner of any and all copyrights, and proprietary rights worldwide in and to these works, and in and to any other works, copyrightable or otherwise created from the images, sounds and data arising from or during any ARCA event.

ARCA owns or licenses all copyright rights in the text, images, photographs, video, audio, graphics, user interface, and other content and the selection, coordination, and arrangement of such content (whether by ARCA or by user) to the full extent provided under the copyright laws of the United States and other countries. Unless expressly provided, viewers are prohibited from copying, reproducing, modifying, distributing, displaying, performing or transmitting any of the contents for any purposes. The capture of video is not permitted without the express written consent of ARCA.

Exceptions to the above are granted in select instances, on a case-by-case basis, and only by contacting, in advance, Mark Gundrum, vice president of business development and corporate partnerships, at mgundrum@arcaracing.com or George Mergen, director of marketing and public relations, at gmergen@arcaracing.com.

ADVERTISING AND PROMOTIONS RELEASE

In consideration of the awards for an ARCA Racing Series event and of ARCA's sanctioning of an ARCA Racing Series race event, when a car owner and driver, individually and jointly, submit an entry blank to ARCA, they are agreeing that ARCA and its authorized agents and assigns, may use the name, likeness and performance, including photographs, images and sounds of a car owner, driver and/or vehicles in any way, medium or material (including but not limited to broadcasts by television, cable television, radio, pay-per-view, closed circuit television, satellite signal, digital signal, film productions, audiotape productions, transmissions over the Internet, public and private online services authorized by ARCA, and the like) for promoting, advertising, or reporting any ARCA-sanctioned event before, during and after such event.

With submission of an entry blank, a driver and team relinquish to ARCA all rights thereto for such purposes; provided, however, that the driver and team shall retain the exclusive use of name, picture and likeness in connection with product endorsements and the sale of products, services, concessions and merchandise.
Many tracks hosting ARCA Racing Series events offer a media center where race teams can distribute media packets and other information. In select cases, the host racetrack may be able to provide a workstation complete with internet access by requesting a media credential. These credentials are reserved for working, deadline media only. In general, media credential requests should be written on company letterhead and submitted to the credential coordinator at the host racetrack at least four weeks in advance. Media center access is to be used as a supplement to your ARCA credentials; ARCA Racing Series Team Public Relations Representatives will still need to acquire the proper ARCA credentials.

As race event weekends continue to expand to include more and more on-track activity, the media centers at ARCA Racing Series host racetracks have become increasingly congested. As such, it has become increasingly difficult to obtain media center credentials. While each individual track has its own policy, in general, these credentials are reserved for working, deadline media only. See below for an example of a proper media center credential request.

**MEDIA CENTER CREDENTIAL REQUEST - EXAMPLE**

ABC Communications
123 Anywhere Lane – Suite 200
Poland, OH 44514

April 20, 2015

Michigan International Speedway
Attention: Sammie Lukaskiewicz
12626 U.S. 12
Brooklyn, MI 49230

Sammie,

This letter serves as an official media credential request for the upcoming ARCA Racing Series race, the Racing for Wildlife 200, at Michigan International Speedway. I would like to request media center access for myself (John Smith) and Ann Worthington. I will be handling all of the public relations for Dean Whipple and the No. 11 team, while Ann will be handling the public relations for the No. 51 team and Rowdy Burns. We both require an all access sticker, a hot pass, and a media center access sticker, please.

Specify the events and dates needed for credentials:
Corrigan Oil 200 – June 11-12, 2015

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>John Smith</td>
<td>Public Relations</td>
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<tr>
<td>Ann Worthington</td>
<td>Public Relations</td>
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</table>

Thank you again in advance for your assistance.

Thank you,

John Smith
ABC Communications
123 Anywhere Lane – Suite 200
MEDIA CENTER CONDUCT
The infield media center should be treated as a working newsroom. ARCA credentialed personnel granted access to the media center shall maintain a professional demeanor with regard to appearance and actions.

REQUIRED MEDIA CENTER INTERVIEWS
The winning car and driver must report to Victory Lane as designated by ARCA Officials and follow all given directions. All others must report to the established location of post-race impound until released by ARCA Officials after inspection/removal of issued equipment. In some cases, ARCA host racetracks request that the Menards Pole Award winner makes an appearance in the media center after qualifying for a quick interview session with local media members.

Occasionally, such an appearance will not be necessary and a member of the ARCA communications department will meet the driver at the Menards Pole Award ceremony to inform them.

After each race, the top three finishers should report to the media center immediately after Victory Lane ceremonies for their post-race interview. A member of the ARCA communications department will conduct a short press conference.

We ask that race teams cooperate with additional media requests as they arise. These are common, especially in the instance that a local driver - a Lansing, Mich. driver at Michigan or a Philadelphia driver at Pocono - finishes in the top five or qualifies well.

Formal press announcements can be arranged through coordination with the track and ARCA.

DISTRIBUTING INFORMATION IN THE MEDIA CENTER
Many ARCA Racing Series teams find that the most efficient way to distribute their press packets is to hand deliver information directly to the media center at the beginning of a race event weekend. Please remember to pick up any unused materials at the conclusion of the event.

Track public relations representatives are willing to assist you. Contact information is available in the track information section at the back of this booklet.

TELL YOUR STORY
During race event weekends, the ARCA communications department staffs the media center with a representative to serve as a liaison among the series, teams, sponsors, media representatives and the track. One of our at-track roles is to provide a recap package at the conclusion of any ARCA Racing Series on-track activity. If something newsworthy occurs regarding to your team, please provide us with quotes from your driver or crew chief along with a detailed description of what occurred.

This information can be handed off to any ARCA official who is part of the public relations or marketing staff and they will ensure that it gets to the proper location. You may also e-mail dradebaugh@arcaracing.com and/or ddonnelly@arcaracing.com with any notable information.

BE TIMELY WITH INFORMATION
Interesting news items are always helpful. It may not seem like news to you, but if your driver is involved in a charity effort, has a special guest at the track, or had to have a team member drive 10 hours through the night to pick up one engine part back in North Carolina, the story deserves to be told. Do not be bashful.

Examples of the output provided by the ARCA Racing Series communications department are shown on the following pages.
How does my driver get noticed?

The best way to receive television coverage in ARCA Racing Series events is to run well and consistently battle for wins.

Alternatively, there are several steps that team public relations representatives can take to enhance a team’s chances of TV coverage:

1. INTRODUCE YOUR DRIVER
   
   Reporters need a name to go with a face. There can be from 35 to 40 drivers in an ARCA Racing Series race, and it’s important to make your driver stand out, especially with a minimum of 10 races televised annually and so many new faces in the ARCA Racing Series year after year.

   Drivers should personally introduce themselves and talk to members of the broadcast team. The television team makes it a point to walk around the ARCA garage area on event weekends. If you see them, introduce yourself and your driver. It could be a move that pays off and produces major dividends in your driver’s career.

2. GET THE WORD OUT: PR FROM PIT ROAD
   
   Once the starting field is set, the television broadcast team divides pit road and gives each pit road reporter a section to cover during race broadcasts. Find out who your pit road reporter and communicate with them throughout the race.

   In particular, Pit Road Reporters are looking for unique information that could make it onto the air and give your driver and sponsor additional attention.

3. BE ACCURATE & UPDATED WITH INFORMATION
   
   Have up-to-date stats on your driver. Take the time to compare these statistics with those that ARCA is using in press releases and media center materials to ensure accuracy on both ends. One idea is to have a 5x7 card with important information about your driver and team that you could hand to pit road reporters during the race. Another hint is to keep track of your driver’s pit stops. When the Pit Road Reporters are looking for this information, have it ready for them.
MEDIA DISTRIBUTION
ARCARacing.com is not the only way to distribute your team press releases. The number of racing websites posting ARCA Racing Series team press releases has grown over the last several years. In addition, daily newspapers, magazines, racing trade papers, radio stations and local television news affiliates are all important components of your team’s public relations efforts and should be considered.

Securing placement in anything from a traditional daily publication to a racing trade publication is important to your brand. Your sponsors will thank you.

BUILDING MEDIA CONTACT LISTS
There are a number of resources available to help race teams build media contact lists. Since most media outlets maintain a local scope, the best way to start is by building a media list around both your driver’s hometown and current residence.

ADDITIONAL SOURCES
The following publications may prove useful in writing team press releases.


DRIVER HEADSHOTS
ARCA requires that all drivers have a headshot photo on file before any on-track activity. Listen for announcements at driver meetings regarding headshot photo times and locations.

Drivers must be in uniform with the proper required uniform patches for their ARCA driver headshot.

OFF-SITE DRIVER APPEARANCES
The series participates in off-site driver appearances and autograph sessions when the event organizer can clearly outline the benefits of such an event. Many times, the sponsoring entity has preferences over which drivers or teams participate in these events and ARCA makes every attempt to satisfy such requests. In addition, we keep a working list of drivers and teams that would like to be considered for all autograph sessions. If your team would like to be included in this list, send an e-mail to ddonnelly@arcaracing.com.

We ask that drivers who agree to participate in these appearances maintain a professional, neat appearance, bring the appropriate hero cards, and show up when they say they are going to. We understand that many ARCA Racing Series drivers juggle a full plate of responsibilities, but if you make a commitment to attend an autograph session and fail to appear, you are unlikely to receive future invitations.

SHOW CARS/SIMULATORS
Occasionally, we get requests for show car appearances. If your race team has a car dedicated to such appearances, send an e-mail to ddonnelly@arcaracing.com and let us know so that we can add you to our list of teams willing to participate in such events.
Team Compliance

ATTENDANCE
At each ARCA Racing Series race event there are several required meetings, including a first-time driver meeting, a rookie driver meeting, and a pre-race driver/spotter/crew chief meeting. Meeting times are posted at ARCARacing.com and can be accessed by clicking on the Event Info and Schedule section. Times also are posted at-track, at the back of the Official ARCA Racing Series transporter.

DRIVER INTRODUCTIONS
The entire ARCA Racing Series starting field is required to attend driver introduction ceremonies. While the pre-race agenda varies from event to event, it is recommended that drivers report to pre-race ceremonies at least 45 minutes before the scheduled start of the race.

VICTORY LANE/MEDIA INTERVIEWS
Depending on your team's final finish position, you may have post-race media responsibilities. The race event winner at the conclusion of every ARCA Racing Series event needs to report to Victory Lane for post-race ceremonies. Following post-race ceremonies, the race event winner should report immediately to the media center, where applicable, for interviews.

During televised events, drivers finishing in positions two through five, unless otherwise instructed, should stay next to their car for an opportunity to be interviewed by a television pit road reporter. Following their television interview, the second- and third-place finishers should report immediately to the infield media center for a post-race interview. If the race is not televised, the second- and third-place finishers should report immediately to the media center.

In addition, the top-five finishers, drivers in the midst of a tight point battle and teams that were newsworthy during a race event should submit a detailed, interesting driver quote to ARCA. E-mail the quote to ddonnelly@arcaracing.com and dradebaugh@arcaracing.com immediately after the event.

Occasionally, a member of the ARCA communications staff will approach your driver after he or she exits the car to secure an interview.

DRIVER UNIFORM LOGOS AND RACE CAR DECALS
The ARCA Racing Series requires that ALL DRIVERS display the ARCA Racing Series presented by Menards, Ansell, Menards, Hoosier Racing Tire, Sunoco Race Fuels, and Accel logos on their uniform. Additional logos are required in order to be eligible for sponsor contingency awards. In addition, the ARCA Racing Series has a recommended decal placement guide for use on race cars. See George Mergen or Mark Gundrum for more details.

RV PARKING PASS REQUESTS
Most ARCA host racetracks handle driver and team owner RV parking pass requests. Contact the respective speedway's credential office well in advance of the event with your request. Contact information can be found in the track information section at the back of this guide.

PARKING
Selected tracks require vehicle parking passes and provide a limited quantity to ARCA for distribution to race teams at ARCA Registration.
Team Sponsor Guidelines

By submission of an application for membership, each owner agrees that ARCA, in its sole discretion, has the right of approval for all aspects of any sponsorship program, including but not limited to images, graphics, logos, identification, presentation and implementation.

In the best interests of auto racing generally and Series host track relationships, and in cooperation with television broadcast agreements and series sponsorship agreements, the following are general guidelines for each owner’s consideration:

Unacceptable commercial classifications include but are not limited to the following:

1. Companies which directly compete with the Official Gasoline Sponsor of ARCA (Sunoco) and/or manufacture or sell petroleum based gasoline and racing gas products. This does not include motor oil or oil additives, provided that the advertiser clearly and unequivocally identifies a specific product which is not gasoline or the retail sales outlet for branded gasoline.
2. Organizations whose purpose, beliefs and/or conduct, past or present, may be considered negative, controversial or could be viewed as offensive.
3. Political Marketing campaigns which may be deemed controversial, negative, or partisan.
4. Presentations promoting fortune telling, astrology, phrenology, palm reading numerology, mind reading, character reading or other occult pursuits. (Presentations for the purpose of entertainment, e.g. magic shows, will be considered individually).
5. Advertisements for the purpose of promoting illegal betting or lotteries, including on line gaming or any illegal activity.
6. “Adult” or sexually related materials, forums or venues including but not limited to magazines, movies and web sites, store fronts or clubs promoting nude or partially nude acts, and Massage parlors.
7. Abortion services.
8. Matrimonial, escort or dating services.
9. You may not associate ARCA stock car themed imagery with the following images or phrases:
   a. Violent or disparaging images
   b. Car wrecks or graphics depicting fire
   c. Vulgar material
   d. Firearms, fireworks and ammunition
   e. Solicitation of funds
   f. Illegal activities

Questionable commercial classifications:

1. Cigarettes, chewing tobacco, snuff tobacco and small cigars. Tobacco sponsorships must comply with the master settlement as agreed upon between the US Government and the Tobacco Industry.
2. Liquor and distilled spirits.
3. Firearms, fireworks, ammunition and other weapons.
4. Sexual Enhancement devices or drugs, condoms or birth control devices or drugs.
5. Anti-law enforcement devices.
6. Casinos, Lotteries and pari-mutuel gambling establishments.

Teams with potential sponsorship that may fall into a questionable classification must contact ARCA for prior approval, in writing. ARCA may request a formal marketing plan for the proposed sponsor, including but not limited to race vehicle/transporter/uniforms graphic mock-up and details of sponsor presentation and execution/activation plan. ARCA MAY REJECT ANY PLAN OR SPONSOR IN ITS SOLE DISCRETION, WITHOUT REFERENCE TO THESE GUIDELINES.

ARCA OPEN GARAGE TEAM MARKETING RULES

The following rules and guidelines will be in effect throughout the 2015 season:
1.) The sale of any product or service is strictly prohibited in the garage area at any time.
2.) No financial transactions regarding the sale of any products or service is allowed in the garage at any time.
3.) The sampling of product is strictly prohibited in the garage at any time.
4.) Any handouts or give-a-ways must be pre-approved in writing by ARCA and request submitted at least 24 hours in advance of the open garage activity.
5.) The only permissible area to display product is confined to the area directly behind the race hauler and within the dimensions of the lift gate.

These rules and regulations will be enforced and remain in place for all ARCA sanctioned events throughout the 2015 season.
ARCA Image Services

ARCA IMAGE SERVICES

P.O. Box 380 • Temperance, MI 48182 • 734-847-6726 • arcaracingphotos.ifp3.com
Contact Beverly Podbielniak at 734-847-6726, Ext. 211 or by email at bpodbielniak@arcaracing.com

ON-LINE PHOTO GALLERY SERVICES
Order and pay on-line at www.arcaracingphotos.ifp3.com

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Handling & Shipping Extra.

YEAR SUBSCRIPTION
Three images on USB drive post-race. Plus seven high-res images of your choice available for download

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<td>$400.00 - each additional car</td>
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ONE-TIME RACE SERVICE
Three images on USB drive post-race. Plus seven high-res images of your choice available for download

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VIDEO HIGHLIGHT FOOTAGE
For access to video footage contact Beverly Podbielniak at 734-847-6726, Ext. 211 or by email at bpodbielniak@arcaracing.com

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CONTACT INFORMATION

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BILLING INFORMATION

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NAME ON CARD

CREDIT CARD #

EXP. DATE 3 DIGIT PN # TOTAL AMT.
ARCA Track Directory

**BERLIN RACEWAY**
Race date: Saturday, August 9
Website: BerlinRaceway.com
Location: Marne, Michigan
Address: 2060 Berlin Fair Dr., Marne, Mich. 49435
Track layout: 0.4-mile paved oval, 13 degrees banking
Telephone: (616) 677-5000
PR Contact: credentials@berlinraceway.com

**CHICAGOLAND SPEEDWAY**
Race date: Saturday, June 20
Website: chicagolandspeedway.com
Location: Joliet, Illinois
Address: 500 Speedway Blvd., Joliet, Ill. 60433
Track layout: 1.5-mile paved, 18-degree banking
Telephone: (815) 722-5500
PR Contact: Nicole Meagher
nmeagher@chicagolandspeedway.com

**DAYTONA INT’L SPEEDWAY**
Race date: Saturday, February 14
Website: daytonainternationalspeedway.com
Location: Daytona Beach, Fla.
Address: P.O. Box 2801, Daytona Beach, Fla. 32120
Track layout: 2.5-mile, paved, 31-degree banking
Telephone: (386) 681-6782
PR Contact: Andrew Booth
abooth@daytonainternationalspeedway.com

**DUTCQUIN STATE FAIRGROUNDS**
Race date: Monday, Sept. 7
Website: TrackEnterprises.com
Location: DuQuoin, Illinois
Address: P.O. Box 2801, Daytona Beach, Fla. 32120
Track layout: 1-mile clay, 11 degrees banking
Telephone: (217) 454-0424
PR Contact: track@trackenterprises.com

**ILLINOIS STATE FAIRGROUNDS**
Race date: Sunday, August 23, 2015
Website: TrackEnterprises.com
Location: Springfield, Illinois
Address: Track Enterprises, P.O. Box 79, Macon, Ill. 62544-0079
Track layout: 1-mile clay, 11 degrees banking
Telephone: (217) 764-3200
PR Contact: track@trackenterprises.com

**IOWA SPEEDWAY**
Race date: Friday, July 17.com
Location: Newton, Iowa
Address: 3333 Rusty Wallace Drive
Newton, IA 50208
Track layout: .875-mile paved oval
Telephone: (641) 791-8000
PR Contact: Edward J. Williams
ewilliams@iowaspeedway.com

**KANSAS SPEEDWAY**
Race date: Friday, October 16
Website: KansasSpeedway.com
Location: Kansas City, Kansas
Address: 400 Speedway Blvd., Kansas City, Kan. 66111
Track layout: 1.5-mile paved, variable banking, 17-20 degrees
Telephone: (913) 328-3300
PR Contact: Kelly Hale
khale@kansasspeedway.com

**KENTUCKY SPEEDWAY**
Race date: Friday, September 25
Website: KentuckySpeedway.com
Location: Sparta, Kentucky
Address: 1 Speedway Dr., Sparta, Ky. 41086
Track layout: 1.5-mile tri-oval
Telephone: (859) 567-3400
PR Contact: Tim Bray
tbray@kentuckyspeedway.com

**LUCAS OIL RACEWAY**
Race date: Friday, July 24, 2015
Website: lucasoilraceway.com
Location: Brownsburg, Ind.
Address: 10267 East U.S. Highway 136
Track layout: .686-mile paved oval
Telephone: (217) 764-3200
PR Contact: Dustin Rumple,
drumple@nhra.com
PR Contact: track@trackenterprises.com

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Race date: Friday, July 17.com
Location: Newton, Iowa
Address: 3333 Rusty Wallace Drive
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ewilliams@iowaspeedway.com

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khale@kansasspeedway.com

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PR Contact: Tim Bray
tbray@kentuckyspeedway.com

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Telephone: (217) 764-3200
PR Contact: Dustin Rumple,
drumple@nhra.com
PR Contact: track@trackenterprises.com
ARCA RACING SERIES PRESENTED BY MENARDS
2015 Team & Public Relations Representative Information Handbook

MIchigan INT’L SpeedWay
Race date: Friday, June 12, 2015
Website: MISpeedway.com
Location: Brooklyn, Mich
Address: 12626 U.S. 12, Brooklyn, Mich. 49230
Track layout: 2-mile, paved, 18-degree banking
Telephone: (517) 957-2063
PR Contacts: Sammie Lukaskiewicz
slukaskiewicz@mispeedway.com
Brad Kuhbander
bkuhbander@mispeedway.com

FAIRGROUNDS SPEEDWAY NASHVILLE
Race date: Saturday, April 11, 2015
Website: FairgroundsSpeedwayNashville.com
Location: Nashville, TN
Address: 625 Smith Avenue, Nashville, TN 37203
Track layout: 0.596-mile
Telephone: (615) 254-1986
PR Contact: track@trackenterprises.com

TALLADEGA SUPERSPEEDWAY
Race date: Friday, May 1, 2015
Website: TalladegaSuperspeedway.com
Location: Talladega, Alabama
Address: P.O. Box 777, Talladega, Ala. 35161
Track layout: 2.66-mile, paved, 33 degree banking
Telephone: (256) 362-2261
PR Contact: Russell Branham
rbranham@talladegasuperspeedway.com

MOBILE INT’L SPEEDWAY
Race date: Saturday, March 14, 2015
Website: arcamobile200.com
Location: Mobile, Ala.
Address: 7800 Park Blvd., Irvington, Ala. 36544
Track layout: 0.5-mile paved oval, 11.5-12 degree banking
Telephone: (251) 957-2063
PR Contact: Tommy Praytor
tpraytor@aol.com

POCONO RACEWAY
Race dates: Saturday, June 6; Saturday August 1.
Website: poconoraceway.com
Location: Long Pond, Pennsylvania
Address: Long Pond, Pennsylvania
Track layout: 2.55-mile paved triangle, various banking
Telephone: (570) 646-2300
PR Contact: Bob Pleban
bpleban@poconoraceway.com
Kevin Heaney
kheaney@poconoraceway.com

TOLEDO SPEEDWAY
Race dates: Sunday, May 17, 2015
Website: toledospeedway.com
Location: Toledo, Ohio
Address: 5639 Benore Rd., Toledo, Ohio 43612
Track layout: 0.5-mile paved, 13-degree banking
Telephone: (419) 727-1100
PR Contacts: Scott Schultz
sschultz@arcaracing.com
Casey Wagner
cwagner@arcaracing.com

NEW JERSEY MOTORSPORTS PARK
Race date: Sunday, May 24, 2015
Website: NJMP.com
Location: Millville, New Jersey
Address: 8000 Dividing Creek Rd., Millville, NJ
Track layout: 2.25-mile paved road course, Thunderbolt Raceway
Telephone: 8000 Dividing Creek Rd., Millville, NJ
PR Contact: Megan Varrell
mvarrell@njmp.com

SALEM SPEEDWAY
Race dates: Sunday, April 26, 2015; Saturday, September 19, 2015
Website: salemSpeedway.com
Location: Salem, Indiana
Address: P.O. Box 452, Salem, Ind. 47167
Track layout: 0.555-mile paved, 33-degree banking
Telephone: (812) 883-6504
PR Contact: Richard Deaton
speedway@blueriver.net

WINCHESTER SPEEDWAY
Race dates: Saturday, June 27, 2015
Website: WinchesterSpeedway.com
Location: Winchester, Indiana
Address: 2656 West State Road 32, Winchester, Ind. 47394
Track layout: 0.5-mile paved, 37-degree banking
Telephone: 0.5-mile paved, 37-degree banking
PR Contact: Kirk Daugherty
kirk.daugherty@astralindustries.com

FAIRGROUNDS SPEEDWAY NASHVILLE

TALLADEGA SUPERSPEEDWAY

MOBILE INT’L SPEEDWAY

POCONO RACEWAY

TOLEDO SPEEDWAY

NEW JERSEY MOTORSPORTS PARK

SALEM SPEEDWAY

WINCHESTER SPEEDWAY
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<td>Mobile Int’l Speedway</td>
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<td>Fairgrounds Speedway</td>
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<td>Salem Speedway</td>
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<td>Talladega Superspeedway</td>
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<td>Toledo Speedway</td>
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# ARCA Staff Directory

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>E-mail</th>
<th>Office</th>
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<tbody>
<tr>
<td>Ron Drager</td>
<td>President and Chief Executive Officer</td>
<td><a href="mailto:ron.draeger@arcaracing.com">ron.draeger@arcaracing.com</a></td>
<td>(734) 847-6726</td>
</tr>
<tr>
<td>Jeff Brehmer</td>
<td>Executive Vice President &amp; Chief Financial Officer</td>
<td><a href="mailto:jbrehmer@arcaracing.com">jbrehmer@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 205</td>
</tr>
<tr>
<td>Mark Gundrum</td>
<td>Vice President of Business Development &amp; Corporate Partnerships</td>
<td><a href="mailto:mgundrum@arcaracing.com">mgundrum@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 206</td>
</tr>
<tr>
<td>Joe Wells</td>
<td>Director of Race Operations &amp; Administration</td>
<td><a href="mailto:jwells@arcaracing.com">jwells@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 207</td>
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<tr>
<td>Grayling Call</td>
<td>Director of Competition &amp; Race Technology</td>
<td><a href="mailto:gc@arcaracing.com">gc@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 215</td>
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<tr>
<td>Jim Dake</td>
<td>Operations Manager</td>
<td><a href="mailto:jdake@arcaracing.com">jdake@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 217</td>
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<tr>
<td>Jaymee Beard</td>
<td>Safety Initiative Coordinator</td>
<td><a href="mailto:jbeard@arcaracing.com">jbeard@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 210</td>
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<tr>
<td>Doug Donnelly</td>
<td>Director of Communications</td>
<td><a href="mailto:ddonnelly@arcaracing.com">ddonnelly@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 216</td>
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<tr>
<td>Larry Mauter</td>
<td>Marketing Manager</td>
<td><a href="mailto:lmauter@arcaracing.com">lmauter@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 204</td>
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<tr>
<td>George Mergen</td>
<td>Director of Marketing &amp; Public Relations</td>
<td><a href="mailto:gmergen@arcaracing.com">gmergen@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 213</td>
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<tr>
<td>Sherry Miller</td>
<td>Member and Employee Services Manager</td>
<td><a href="mailto:smiller@arcaracing.com">smiller@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 201</td>
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<tr>
<td>Beverly Podbielniak</td>
<td>Photo and Graphic Services Coordinator</td>
<td><a href="mailto:bpodbielniak@arcaracing.com">bpodbielniak@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 211</td>
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<tr>
<td>Don Radebaugh</td>
<td>Communications Media Manager</td>
<td><a href="mailto:dradebaugh@arcaracing.com">dradebaugh@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 214</td>
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<tr>
<td>Bobby Thomsen</td>
<td>Technical Services Director</td>
<td><a href="mailto:bthomsen@arcaracing.com">bthomsen@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 212</td>
</tr>
<tr>
<td>Shalene Williams</td>
<td>Accounting &amp; Billing Manager</td>
<td><a href="mailto:swilliams@arcaracing.com">swilliams@arcaracing.com</a></td>
<td>(734) 847-6726 ext. 202</td>
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