2026 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 as a guide when purchasing and organizing your giveaway items for race weekends.

GIVEAWAY ITEMS CANNOT CONTAIN EVENT, TRACK, NASCAR, OR DRIVER MARKS.

Examples of Allowed Giveaway Items:

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

Restricted Give Away Items:

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

SMIP Event Diecast – only for Suite / Hospitality / Media Guests

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

- Item does not contain event, track, or driver logos/marks. Only sponsor logo/marks.

- 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.
  - **Can Coolies –**
    - limit to 500 $5 each buy out price
    - Lead time 4 weeks from approved art.
  - **Clear Backpacks –**
    - limit to 500 $15 each buyout price
  - **Ear Plugs –**
    - limit to 1000 $1.00 each buy out price
  - **Hats –**
    - limit to 250 for giveaway $15 each buy out price
    - Lead time 15 weeks from approved art. Lesser lead times via air.
  - **Rain Ponchos –**
    - limit to 500 $5 each buy out price
  - **Seat Cushions –**
    - limit to 100 $10 each buy out price
    - Lead time 12 weeks from approved art.
  - **Sunscreen –**
    - limit to 500 $5 each buy out price
    - Lead time 4 weeks from approved art.
  - **Tee Shirts –**
    - limit to 1000 to give away $10 each buy out price
    - Lead time 3 weeks from approved art
  - **Towels - Golf/Rally/Cooling –**
    - limit to 2500 $5.00 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.

Forms and approvals to be emailed to Stacy Strawn - sstrawn@SMIProperties.com

Product requests from Track or client can be sent to Sydney Powell – spowell@smiproperties.com

2026 Display Giveaway Item Form

Due – One Week Prior to Event

Company: _____

Display Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

On Site Contact Name: _____

Phone: _____ Email: _____

Please describe in detail the item(s) you are requesting to distribute including literature, food, non-food, etc. Reminder – ALL ITEMS REQUIRE APPROVAL PRIOR TO EVENT

_____

_____

_____

By signing below, I acknowledge, agree, and accept that I am forbidden to sell or give away and merchandise item without written approvals from Speedway Motorsports

Refer to Giveaway Guidelines for specific details to Permitted or Restricted Items

Signed: _____ Date: _____

Must be signed to validate contract

Merchandise Giveaways are not considered approved until SMI Properties & Track Sales Department sign this form. You may receive a copy for your files upon request.

Approved

_____ _____

SMI Properties Representative Track Sales Representative

Date: _____ Date: _____