



## 2025 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, NASCAR, OR DRIVER MARKS.**

#### **Examples of Allowed Giveaway Items:**

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

#### **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.

- 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.
  - **Sunglasses –**
    - limit to 100 \$10 each buy out price
    - Lead time 4 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.

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Forms and approvals to be emailed to Stacy Strawn - [sstrawn@SMIPproperties.com](mailto:sstrawn@SMIPproperties.com)

Product requests from Track or client can be sent to Mikayla Frederick – [mfrederick@smiproperties.com](mailto:mfrederick@smiproperties.com)



**2025 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

Date: \_\_\_\_\_

\_\_\_\_\_  
Track Sales Representative

Date: \_\_\_\_\_