

# SPONSOR GAME INSTRUCTIONS

To align with our “**RACING TO CONNECT**” theme, we’ve designed a contest to benefit both dealers and sponsoring exhibitors! Read below for instructions on how to participate.

## WHAT DO DEALERS DO?

All dealers will receive a themed game card onsite when they collect their badge. (Cards will look similar to the image on the right.)

The dealers must bring this game card to the sponsor booths, fill it up as indicated, and then turn it in to the NLA booth by the designated time to be eligible for the Grand Prize cash drawing!

Drawing times are:

MN Expo: Monday @ 5:30 pm  
Tuesday @ 12:00 pm

Iowa Show: Tuesday @ 4:00 pm

Neb Show: Tuesday @ 5:00 pm

**Must be present to win.**



## WHAT DO EXHIBITING SPONSORS DO?

All exhibiting sponsors will receive a packet of stickers with their logo on them prior to the exhibit hall opening. When presented the game card by dealers, sponsors must place one of their stickers on the designated location on the card.

## HOW THE GAME CARDS ARE DESIGNED

Each game card will list ALL sponsors on it. However, dealers must only collect stickers from a certain number of these sponsors (their choice) to be considered eligible for the Grand Prize. The higher the sponsor level (*Formula 1, NASCAR, Rally, Go Cart*), the more participation sponsors will see from dealers. Game card & sticker collections requirements are as follows:

- Dealers will be required to collect a sticker from EVERY “Formula 1” level sponsors.
- Dealers will be required to collect a sticker from MOST of the “NASCAR” level sponsors.
- Dealers will be required to collect a sticker from SOME of the “Rally” level sponsors.
- Dealers will be required to collect a sticker from A COUPLE of the “Go Cart” level sponsors.

For example, if we have 10 **Formula 1** sponsors, dealers must collect a sticker from all 10 of them. If we have 10 **NASCAR** sponsors, dealers must collect a sticker from 7 of them, if we have 10 **Rally** sponsors, dealers must collect a sticker from only 5 of them, and if we have 10 **Go Cart** sponsors, dealers must collect a sticker for only three of them. *Exact number of stickers required under each level will be finalized closer to the show when all sponsorship sales are final.*

**\*\*Exhibitors who are not yet signed up to be a sponsor but wish to be, please visit [www.nlassn.org](http://www.nlassn.org) and click on the Conventions Tab. You will find the Sponsor Registration Form near the top of the page.**