



Medicine Hat Drag Racing Association
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Thank you for your support of the MHDRA!

We know 2010 was a difficult year for the world economy and here locally in Medicine Hat and surrounding area we were no exception. We continue to strive to be the best value family entertainment in Medicine Hat and we are in need of your support for 2011. All things considered we still had a great year in 2010 thanks to the support we received from our sponsors and fans. We at the MHDRA can't say enough about how much it means to have everyone on board and helping us develop arguably the best drag racing facility in Alberta. This year we would like to focus on repairing some spots on the track, potential permanent washroom facilities, and developing our pit area. We truly are a volunteer and sponsor driven track, without either, the track would cease to exist. If you have the ability to give to the track financially or through products or services please consider the MHDRA for your budgets for 2011. We really need your support. We give back to the community through our support of local charities such as the Core Association, the local branch of the Brain Tumour Society, Youth Action Society, and through our Junior Dragster programs. This year we are planning a major joint effort between multiple local charities and ourselves to promote awareness of the needs of many Hatters and Canadians. I have enclosed the benefits of sponsoring the MHDRA and what your company will receive for your sponsorship. For those whom have previously sponsored our facility financially I have enclosed an invoice reflecting your past generous contributions. These invoices are not an obligation, we find that these invoices make it more convenient for companies to be able to donate, if you wish to change your donation please feel free. All donations are appreciated no matter how big or small. We are kicking off the season on May 14, 15, 16, with our season opener points race. Here is a look at the rest of our schedule for 2010 including the biggest show of the year, the Division 6 National Open held on the July 29-31. This race alone attracts 3000+ fans and close to 300 racers. We are also planning a Big Buck Shootout with total payouts of \$50,000. This will be a Huge International Event with a great group of volunteers already promoting it all over Canada and the United States.

May 13, 14, 15,	- Season Opener Points Race 1
May 27, 28, 29,	- Jet Car Funny Cars Points Race 2
June 3, 4, 5	- Points Race 3
June 10, 11,	- Street Wheelers Power 2 the Pavement Event
June 17, 18,19	- Funny Car Race Points Race 4
July 1, 2, 3	- Big Buck Shootout
July 15, 16, 17,	- ProMod Shootout Points Race 5
July 29, 30, 31	- Division 6 National Open
August 5, 6, 7,	- CMDRA All Bike Drags
August 26, 27, 28	- Points Race 6
September 9, 10, 11,	- Jet Car Dragsters Points Race 7
September 23, 24, 25,	- Rain out weekend or Special Event

In order to meet our Racing Schedule printing deadlines we need all sponsorship/advertising funds and service commitments in by February 28, 2011. This will ensure that your company is represented on all of the advertising schedules printed by the MHDRA. If you cannot meet the donation deadline for the schedule printing please get in touch with myself or one of the executive and we can work with you to ensure we can meet the needs of both parties. We want to make sure that all of our sponsors are recognized for their contributions to our facility. Schedules and the appropriate amount of passes will be distributed once all of the sponsorship packages are completed, early April is the target. If you have any questions or concerns please feel free to contact myself, or any MHDRA representative on the list on the back of this letter. All will be glad to answer any of your questions.

Sincerely,

Mike Schaan – President MHDRA
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