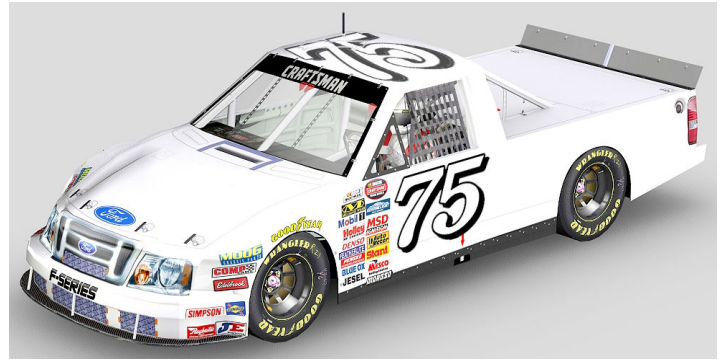


Herd Racing Sponsorship Descriptions



Camping World Truck Series

- Sponsor Location (A): Hood**
This location is for the primary sponsor of the truck and typically stays the same for the entire season or many races at a time without change, creating a common theme for the truck.
- Sponsor Location (B): Series Contingency**
This location in front of the truck's front tires is reserved for series contingency sponsors. These sponsors pay NASCAR a sponsorship fee and each truck running in that series displays those company decals in this area as part of their contingency sponsorship program with NASCAR. A percentage of the winnings received by the driver and team are derived from these sponsors.
- Sponsor Location (C): Series Contingency**
This location above and behind the truck's front tires is reserved for series contingency sponsors. These sponsors pay NASCAR a sponsorship fee and each truck running in that series displays those company decals in these areas as part of their contingency sponsorship program with NASCAR. A percentage of the winnings received by the driver and team are derived from these sponsors.
- Sponsor Location (D): Side B Posts**
This area is reserved for team sponsors who may choose to support the team but can not justify or afford a larger sponsorship commitment. Sponsorships for this location include custom decals of 4 inches by 5 inches on both sides of the truck and are the least expensive, yet still very effective.
- Sponsor Location (E): Lower Front Quarter Panels**
This area is reserved for team sponsors who are classified as minor associate sponsors who are interested in moderate television exposure or fan recognition. Sponsorships for this location include custom decals measuring 6 inches by 14 inches on both sides of the truck.
- Sponsor Location (F): Upper Main Quarter Panels**
This area is reserved for the team's primary or major associate sponsor and is often the same corporation or organization which sponsors the hood of the truck. This sponsor location typically receives the greatest notice by fans at the track and those watching on television as it is easily visible on the race track. Sponsorships for this location include custom decals of 10 inches by 40 inches on both sides of the truck which are seen numerous times per race on television.
- Sponsor Location (G): Rear Bed Cover**
This area is reserved for team sponsors who desire a larger display area for their company logo or sponsored message. This sponsorship includes a custom decal which measures 36 inches by 36 inches and covers the bed cover panel of the truck.
- Sponsor Location (H): Lower Rear Quarter Panels**
This area is reserved for team sponsors who are classified as minor associate sponsors who are interested in moderate television or fan recognition. Sponsorships for this location include custom decals of 6 inches by 14 inches on both sides of the truck.
- Sponsor Location (I): Rear TV Panel/Tailgate**
This area is reserved for team sponsors who are classified as major associate sponsors who are interested in maximum television exposure and can be seen throughout the race by in-truck cameras mounted in other race trucks. These custom decals measure 12 inches by 36 inches and cover the entire rear tailgate panel of the truck.