



4368 US 422, Pulaski, PA 16143
www.rushracingseries.com

724-964-9300 (Office)
724-964-0604 (Fax)

March 19, 2014

Dear Friend of the RUSH Dirt Late Model Series:

It is with great enthusiasm and excitement that we contact you today in hopes that you will choose to participate in what will be the Northeast region's first ever 100-lap Crate Late Model event- the "Steel City 100" for the Sweeney Chevrolet Buick GMC Touring Series!

This historical event will be held at Pittsburgh's PA Motor Speedway's "Monster Half-Mile" on Sunday, June 8 and pay \$4,000 to the winner! It will feature a starting field of 30 of some of the country's s best Crate Late Model drivers as racers from all over the entire Northeast region and Canada are expected to compete in this great event.

It was our goal to not only offer a substantial, rich purse for the competitors, but to also create other concepts and promotions that would truly make the "Steel City 100" a marquee event and give everyone incentive to participate.

With this in mind "Steel City Roulette" was designed; something we think you will agree puts a very interesting twist on the traditional lap money idea. It will definitely give "all" of the starting competitors a chance to take home some substantial "bonus" monies!

To begin with of course, our goal is to sell 100 \$50 lap sponsorships as would normally be done with lap money, which will raise an additional \$5,000.

Now here is the twist, instead of posting a \$50 per lap amount that would go to the racer leading each corresponding lap, a \$5,000 additional "purse" has been posted (see below). This "purse" will be distributed per a draw on the frontstretch before the start of the event during driver introductions giving "each" racer the opportunity to win as high as an additional \$1,000 with a minimum of each driver receiving at least \$50 as the additional funds are spread throughout the field.

As a lap sponsor, starting immediately, your company will receive a multitude of marketing and promotional mentions both leading up to and during the actual event. Use the contribution to promote your business, remember a loved one, support your favorite race team or just simply join the excitement of being part of this inaugural event!

I hope you will seriously consider helping us make the "Steel City 100" the marquee event it has the potential to be this year and for many more years into the future!

Please contact as soon as possible to secure your "special" lap(s), and do not hesitate to let us know if you would like to participate in any other way.

"Steel City Roulette" Cash Drawing: 1. \$1,000 2. \$500 3. \$375 4. \$200 5. \$175 6. \$170 7. \$165 8. \$160 9. \$155 10. \$150 11. \$145 12. \$140 13. \$135 14. \$130 15. \$125 16. \$120 17. \$115 18. \$110 19. \$105 20. \$100 21. \$95 22. \$90 23. \$85 24. \$80 25. \$75 26. \$70 27. \$65 28. \$60 29. \$55 30. \$50.

Sincerely,

Vicki Emig & Mike Leone/Directors
RUSH Dirt Late Model Series



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"STEEL CITY ROULETTE" LAP SPONSOR FORM

Sponsor's Company, Team or Personal, or "In Memory" Name

Lap # _____ (\$50)	_____
Lap # _____ (\$50)	_____
Lap # _____ (\$50)	_____
Lap # _____ (\$50)	_____

Laps will be secured on a first-come, first-serve basis. In the event your first selection(s) is taken we will contact you with alternate availability.

Please make checks payable to RUSH Racing Series and return to: 4358 US 422, Pulaski, PA 16143. Any additional questions, feel free to call the office at 724-964-9300

Thank you for making the inaugural "Steel City 100" and "Steel City Roulette" a success!