

# Herd Racing Sponsorship Descriptions



- Sponsor Location (A): Hood**  
This location is for the primary sponsor of the car and typically stays the same for the entire season or many races at a time without change, creating a common theme. The Marshall University logo shown, or another Marshall logo, would remain in this location for the entire race season.
- Sponsor Location (B): Series Contingency**  
This location in front of the car's front tires is reserved for series contingency sponsors. These sponsors pay NASCAR a sponsorship fee and each car 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 car's front tires is reserved for series contingency sponsors. These sponsors pay NASCAR a sponsorship fee and each car 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 car 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 car.
- 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 car. 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 12 inches by 40 inches on both sides of the car which are seen numerous times per race on television.
- Sponsor Location (G): Side C Posts**  
This area is reserved for team sponsors who are classified as minor associate sponsors and are similar to those located in Sponsor Locations (E) and (I). This location includes custom decals of 12 inches by 12 inches on both sides of the car.
- Sponsor Location (H): Rear Deck Lid**  
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 18 inches by 36 inches and covers the entire trunk lid of the car.
- Sponsor Location (I): 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 car.
- Sponsor Location (J): Rear TV Panel**  
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-car cameras mounted in other race cars. These custom decals measure 12 inches by 36 inches and cover the entire rear bumper panel of the car.