



October 30, 2014

Don Staley □
Executive Director Sports□
City of Foley
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Dear Don:

This letter serves as an agreement between the U.S. Lawn Mower Racing Association (USLMRA) and The City of Foley present two STA-BIL LAWN MOWER RACES/USLMRA NATIONAL POINTS RACES (EXACT NAME TO BE DETERMINED), Races For Riding Lawn Mowers (hereby known as "The Races.") on August 22 and August 23, 2015 in Foley, Alabama.

The City of Foley as a promoter/presenter of The Races, agrees to pay a usage and sanctioning fee of \$4,000.00 by check made payable to the U.S. Lawn Mower Racing Association by May 22, 2015, and agrees to.

Comply with all USLMRA technical specifications and insurance requirements.

Provide copies of all media coverage of The Race to the USLMRA.

Name and publicize the event as A STA-BIL LAWN MOWER RACES (EXACT NAME TO BE DETERMINED).

Allow one or more USLMRA officials to be on site to ensure the event is conducted in accordance with the above requirements.

Allow placement of STA-BIL and USLMRA Sponsor signage throughout the race course area.

Procure trophies for Top 5 winners in each of 11 racing classes for both days of racing: IMOW, JP, GP, GP/K, AP, SP, CP, BP, FX, FX/S and FX/T.

Procure a minimum of 400 hay or straw bales or something comparable for use in course construction.

Procure an ambulance to be on site at racecourse at all times mowers are on the track.

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Provide a water truck and vibratory roller to water and smooth the race course at the discretion of the USLMRA.

Provide a Public Address / Sound System, with at least one (1) wireless microphone.

Provide 5-6 volunteers to assist in course set up and Race Day administration.

In consideration of the usage and sanctioning fee, USLMRA will provide:

Guidance in areas including, but not limited to, course layout and construction; procurement of racers; technical inspection of racers; rules & regulations; publicity; corporate and media sponsorship procurement.

USLMRA officials on site to set up track and run the race.

\$1 million insurance policy which covers all event participants, including racers.

Signage for the race.

Press releases to local, regional and national media.

Inclusion in ongoing nationwide media relations and promotional campaign.

Camera-ready logos for newspaper ads, programs and collateral materials.

Coverage of the race in the USLMRA newsletter, series yearbook and web site.

The City of Foley understands and agrees that its usage and sanctioning rights shall be limited to The 2015 Race and that no other lawn mower races will be conducted by them without permission of the USLMRA.

The parties further agree that, except as provided in this agreement, each party reserves the right to and the control and use of their respective names, symbols, trademarks or service marks presently existing or later established, and, except as set forth in the Agreement, neither party shall use the other party's name, symbols, trademarks or service marks in advertising or promotional materials or otherwise without the prior written consent of that party and shall cease any such usage immediately upon written notice of the party or upon termination or expiration of this agreement, whichever is sooner.

Accepted by:

Bruce Kaufman
U.S. Lawn Mower Racing Association

Don Staley
The City of Foley



FACT SHEET

United States Lawn Mower Racing Association
Turning a Weekend Chore into a Competitive Sport!

Revved Up Since 1992

Formed in 1992, the United States Lawn Mower Racing Association (USLMRA) is America's oldest and largest lawn mower racing sanctioning body with more than 250 races taking place across the country every year!

The Mow the Merrier

The USLMRA is comprised of more than 700 fun-loving racing enthusiasts and 60 chapters and affiliated clubs in cities around the country. From former pro athletes to farmers, its members and affiliate racers participate exclusively for their love of competition. No money is exchanged – only trophies, glory, points, bragging rights and lawn ornaments are awarded to winning racers. The USLMRA puts a big emphasis on safety, sportsmanship and camaraderie.

Coast-to-Coast and Lawn-to-Lawn

Races take place across 40 states at fairs, festivals, car shows, home tracks, charity and nonprofit events, city-supported tracks and commercial venues and at dedicated lawn mower racing tracks, developed by its avid members.

Grasscar Events

The USLMRA hosts more than 250 sanctioned races nationwide each year, including:

- Year-round events with four racing tiers from mild to wild
- 18-event STA-BIL Lawn & Garden Mower Racing National Series
- Annual STA-BIL Keeps Gas Fresh Finals at the Delaware County Fair in Delaware, "MOWhio"

Mow-it-All Sponsors:

The USLMRA is sponsored by STA-BIL Fuel Stabilizer, 104+ Octane Boost, HEET Gasline Antifreeze, Diesel Power!, K&N Filters and Wheelies.

Mowing Over the News

The USLMRA has been featured by news media, including:

- Wall Street Journal "Souped-Up Lawn Mowers Offer Excitement Dad Never Imagined"
- Travel Channel "Edge of America – Texas" Visits The Lone Star Mowing Association!"
- ESPN Magazine "20th Anniversary STA-BIL Keeps Gas Fresh Finals in Delaware, Ohio"
- FOX Sports "Lawn Mower 500"

Mow Information

lets-mow.com; facebook.com/uslmra; twitter.com/uslmra; pinterest.com/lawnmowerracing