

United Late Model Association

www.ulmaracing.com / ULMA, P.O. Box 794, Moberly, MO 65270 / unitedlatemodelassociation@hotmail.com

WHO WE ARE

The United Late Model Association (ULMA) was formed on November 11, 2006 by drivers, owners, crewmen, and track personnel with the intent of resurrecting and maintaining weekly late model racing. The group felt the only way to achieve this goal was to implement a unified set of competition rules. The association's name and objective go hand-in-hand ... ULMA members have *united* to secure a future for late model racing. Dirt late model racing has undergone several transformations over the years. ULMA wishes to preserve its way of racing while at the same time keeping up with the evolution of the sport.

ULMA Board of Directors:

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E-mail address: unitedlatemodelassociation@hotmail.com

Website: www.ulmaracing.com

OBJECTIVE

The primary objective of ULMA is to secure the future of late model racing by utilizing a unified set of rules, which racing venues, track owners/promoters, and special-event organizers may use for late model racing. ULMA believes this concept benefits tracks and drivers, especially the tracks who cannot afford to host super late model racing and the drivers who cannot afford to compete with super late model travelling circuits. Our membership has consistently remained over fifty active participants in each of the first five years of our existence. In 2011, weekly racing took place at Callaway Raceway in Fulton, Missouri; Central Missouri Speedway in Warrensburg, Missouri; Lucas Oil Speedway in Wheatland, Missouri; and Scotland County Raceway in Memphis, Missouri. Additional events were held at 24 Raceway in Moberly, Missouri and Double XX Speedway in California, Missouri. In 2012, ULMA returns to Callaway Raceway and Lucas Oil Speedway for the sixth-consecutive year of competition at each facility. Valley Speedway in Grain Valley, Missouri returns in 2012 as a ULMA-sanctioned track. With the addition Valley Speedway, the association's footprint expands to the Greater Kansas City Metropolitan area, further solidifying ULMA's commitment to new opportunities.

PHILOSOPHY

Our form of late model racing will only prosper if we stay united under one set of competition rules. If we succeed, late models will remain on the tracks on a weekly basis. The price for maintaining a "super" late model" race team continue to increase and this is a path no one within ULMA cares to experience. We carefully take into consideration tracks that may potentially have something at stake by utilizing the association's rules package, especially those already running late models on a regular basis.

BUSINESS PARTNERS

Sponsor relations with ULMA provide a form of advertisement that brings attention to businesses through one of the most popular spectator sports in the nation. Tracks bring scores of people to their weekly race programs. Fans attending race programs come from a wide range of demographics and geographic locations. Attendance at tracks varies from 1,000 to 3,500 on a weekly basis with special-events drawing greater numbers. The geographical area of ULMA members covers Moberly, Missouri to the North-Central; Fulton, Missouri in the Central region; the Greater Ozark region in Wheatland, Missouri; and the Greater Kansas City Metropolitan area via Valley Speedway in Grain Valley, Missouri. ULMA commits itself to learn about business partners and their products and services. Support of business owners and companies is crucial to successful racing operations and partners provide the means to realize goals, whether they provide products and services needed to maintain a racecar, or, by helping to defray the cash outlay ... sponsors make it all possible! We strive to help you advertise your business, while you help us ensure the future of our form of racing. Although we have our own vision of business opportunities, we are anxious to hear from you regarding your ideas about affiliation with us, whether as a title sponsor, associate sponsor or as a contingency sponsor.

THE PATHWAY TO SUCCESS

Now that you have reviewed ULMA's information, please allow us to inform you about several potential opportunities for you and your company:

Should you decide to be a ULMA business partner, we will advertise your company everywhere we compete or gather; this goes beyond the usual at-the-track events and includes community events, car shows, and events where racing is the primary focus.

- Advertisement on our Website at www.ulmaracing.com (over 336,000 hits in 2011)
- Name inclusion in our weekly press releases, distributed to an 80-member media group and an additional 300-plus members of our various email contact lists. Over 30 press releases in 2011.
- Reference to sponsors in all forms of media relations, by track announcers and press.

In addition to the information listed above, we are open to ideas and look forward to hearing from you with any questions or concerns you may have about how we can serve you better. We hope to promote a mutually beneficial and profitable relationship for you and your business. From our Website main page, please contact our Marketing Coordinator or Media Relations Director at your convenience with any further concerns regarding business partnership or special event participation with us.

FORGING AHEAD

ULMA drivers competed in 265 race programs over the last five seasons, broadening the fan base and driver rosters in the process. Our membership is still strong heading into our sixth year, this is especially important to us considering there are a number of late model organizations operating out of the same general area. We are extremely proud of our accomplishments during our first five years. Nothing would please us more than partnering with you for the 2012 race season and beyond. From ULMA, thank you for your interest in the association, we look forward to hearing from you!