



**The MILLION boasts nearly 400 entrants and the biggest single-event payday in all of drag racing.**

Started in 1996 by legendary race promoter, George Howard, The Million offers competitors the opportunity for a pay day that exceeds any single event in all of drag racing. The one day purse generally exceeds \$300,000 and the weekend winnings total over \$600,000!

Since the races inception, the event has changed venues from Huntsville, AL, to Montgomery, AL, and Atlanta, GA, to it's current home at Memphis Motorsports Park in Memphis, TN. Over the last decade, the race has grown in stature, recognition, and participation. The 2008 event featured nearly 400 entrants in the Twin 30's that bookend The Million weekend, and over 250 entrants in the main event on Saturday with over \$325,000 for the one day payout!

Through our massive marketing efforts (via print media, broadcast media, an inclusive direct mail program, and internet advertising and live web coverage), virtually every sportsman competitor in the country is aware of The Million, it's competitors, and it's marketing partners. In short, this event provides your company the greatest opportunity to reach the largest and most affluent consumers of the drag racing market—serious sportsman drag racers.

The upcoming 14th annual Million will be held October 8th-11th and will include the Friday and Sunday Twin 30's, the Million on Saturday and new for 2009 a Manufacturers Race has been added on Thursday. Folk Enterprises is stepping up to the plate to offer an unheard of number of prizes from sponsoring companies like yours! Each round will result in heftier prizes being given away. As always, there will still be dragster shoot outs, "Run for the Money" events & even race ready engines given away. All of this on top of the growing "Welcome Packages" for drivers & endless door prizes.

Our goal is to secure items necessary to make this massive event a huge success, in a mutually beneficial marketing partnership designed to promote your company and its products to the masses that follow, have interest in, and compete in The Million. Our competitors are your customers—this phenomenal event makes for the perfect partnership!

Please take a moment to consider the far reaching effects of this sportsman event and our commitment at Folk Enterprises to continuing to make this THE single largest event in drag racing history! Decide how involvement with this annual event fits into your marketing plan—We have several partner or sponsorship opportunities available. Your company could be the lead sponsor, a contributing round sponsor or could be involved by providing something as simple as Welcome Packet items or door prizes and can even attend as a midway vendor. There are lots of choices available and we would be happy to discuss options anytime.

The earlier you make arrangements to be involved the sooner your logos become associated with The Million—promotions begin now! We look forward to hearing from and working with you soon!

***Our competitors are your customers—this phenomenal event makes for the perfect partnership!***

For more information contact: **Folk Enterprises at 770-328-8293** or email **themillionpr@aol.com**

**WINNER'S "HALL OF FAME"**

- 1996 – T.J. Tracey
- 1997 – George Tamasi, Sr.
- 1998 – Troy Williams, Jr.
- 1999 – Sherman Adcock, Jr.
- 2000 – Stephen Hughes
- 2001 – Ed Richardson
- 2002 – Joel Reynolds
- 2003 – Johnny Labbous
- 2004 – Gary Williams
- 2005 – Jeff Rucks
- 2006 – Greg Sesti
- 2007 – Gary Williams
- 2008 – Dave Triplett

**PREVIOUS SPONSORS**

- Aeromotive
- American Race Cars
- ARC Applied Racing Components
- ARP Automotive Racing Products
- Auto Meter
- Barry Grant Fuel Systems
- BIONDO Racing Products
- BLP Products, Inc.
- BRODIX
- COMP Cams
- Davis Golf Cart Sales
- Drag Coverage
- FAST Fuel Air Spark Technology
- Fel-Pro Performance Gaskets
- Flatout Gaskets
- Folk Race cars
- Hughes Performance
- Hoosier Racing Tire
- JEGS
- King Kutter Incorp.
- Kooks Custom Headers
- Mickey Thompson Tires
- MSD Ignition
- Mullis Race Cars
- Nitro Plate
- Performance 2 Way
- Racing Communications
- Reher Morrison
- R&L Carriers
- RHS--Racing Head Service
- Richmond
- Shafiroff Race Engines
- Shell
- Sunoco Race Fuels
- T&D Machine Products
- TCI
- Trick Cable & Switch, LLC
- Vickery's Speed Shop
- ZEX