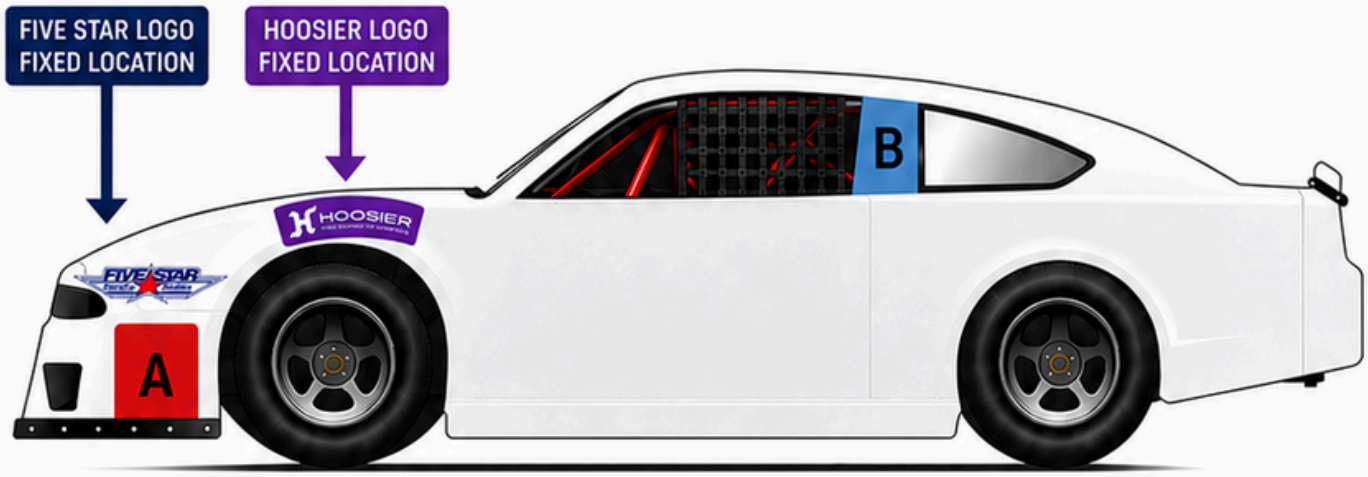
# 2026 APPEARANCE GUIDE

Contingency sponsor decals are permitted within the approved placement areas only.




## APPROVED AREA A

**Front Lower Panel**
(Below the headlight and above the splitter)

## APPROVED AREA B

**B-Pillar Area**
(Between the window and rear quarter window)

## FIXED LOGO LOCATIONS

Fixed location on front fender.

Fixed location above front wheel opening.

## APPROVED PLACEMENT AREAS

Contingency sponsor decals, including Intercomp and Mid Am logos, may be placed anywhere within the **approved areas** only.

**A — AREA A**
Front Lower Panel
(Below the headlight and above the splitter)

**B — AREA B**
B-Pillar Area
(Between the window and rear quarter window)

**IMPORTANT:** All other areas of the car are not approved for contingency sponsor placement.

**MID-AM, AT ITS SOLE DISCRETION, HAS THE RIGHT TO APPROVE/DISALLOW ALL ASPECTS OF ANY MEMBER(S) SPONSORSHIP PROGRAM, INCLUDING BUT NOT LIMITED TO IMAGES, GRAPHICS, LOGOS, IDENTIFICATION, PRESENTATION, AND IMPLEMENTATION. IN THE BEST INTERESTS OF AUTO RACING GENERALLY AND SERIES HOST TRACK RELATIONSHIPS, AND COOPERATION WITH BROADCAST AGREEMENTS AND SERIES SPONSORSHIP AGREEMENTS**

**(THESE GUIDELINES ARE SUBJECT TO CHANGE AT ANY TIME)**

**THE FOLLOWING ARE <u>GENERAL</u> GUIDELINES**

- Teams with potential sponsorship that may fall into a questionable classification must email admin@midamracing.com for prior written approval.
  - Mid-Am *may* request a formal marketing plan for any proposed sponsor, including, but not limited to, a graphic mock-up of the race vehicle/transporter/uniforms and details of the sponsor presentation and execution/activation plan.
  - MID-AM MAY REJECT ANY PLAN OR SPONSOR IN ITS SOLE DISCRETION WITHOUT REFERENCE TO THESE GUIDELINES.

- Unacceptable commercial classifications include but <u>are not</u> limited to the following:
  - A controlled substance, chemical, or drug whose manufacture, possession, or use is regulated by the government and deemed illegal as defined by the Controlled Substance Act. The Controlled Substance Act (CSA) places all substances that are in some manner regulated under existing federal law into one of five schedules. This placement is based on the substance's medical use, potential for abuse, and safety or dependence liability.
  - Companies that have alcohol, liquor and/or distilled spirits brands utilizing drivers whose age is less than the minimum legal age for consumption.
  - Cigarettes, chewing tobacco, snuff tobacco, and small cigars. Tobacco sponsorships must comply with the master settlement as agreed upon between the US Government and the Tobacco Industry.
  - Firearms, fireworks, ammunition, and other weapons.
  - Anti-law enforcement devices.
  - Individuals/Organizations whose purpose, beliefs, and/or conduct, past or present, may be considered negative, controversial, or offensive.
  - Political Marketing campaigns which may be deemed controversial, negative, or partisan.
  - Advertisements for the purpose of promoting illegal betting or lotteries, including on line gaming or any illegal activity.
  - "Adult" or sexually related materials, forums, or venues including but not limited to magazines, movies, and websites, storefronts or clubs promoting nude or partially nude acts, and Massage parlors.
  - Abortion services.
  - Matrimonial, escort or dating services.