



## 2019 Contingency Program Details

### Program Summary

Cooper Tires is a Contingency Sponsor of the American Rally Association and it is an optional contingency awards program.

### Program Eligibility

The Cooper Tire Contingency Program will be available to all ARA competitors who register in advance of any 2019 ARA National Rally Championship (National) or Super Regional Events of the year and run Cooper M+S Rally Tires on their rally cars.

### Eligible Classes

Competitors entered in the following American Rally Association (ARA) classes (subject to change) are eligible to participate in the 2019 Cooper Tires Contingency Program:

- Open 4WD ARA National & Super Regional
- Naturally aspirated 4WD National & Super Regional
- Limited 4WD ARA National & Super Regional
- Open 2WD ARA National & Super Regional
- Limited 2WD ARA National & Super Regional

**Important Note:** National and Super Regional classes must have a minimum of four (4) entries take the start or compete, per race, per class, to qualify for participation in the 2019 Cooper Tire Contingency Program. If an ARA National Rally Championship event weekend

also hosts multiple Regional Rally events, the overall results from each eligible class run that weekend will be combined to determine placement for Cooper Tire Contingency Program prizes.

## **Program Requirements**

In order to participate in the 2019 Cooper Tire Contingency Program, a team must have:

- Cooper M+S Rally Tires on ALL FOUR corners of their rally car
  - A pre-approved Cooper Tire may be substituted
- Proof of Purchase from an authorized dealer: A valid receipt
- Correct Logo Placement:
  - 4 decals - 1 on each corner of the car
  - Minimum decal size is 12" in length
- No competitor tire decals on the car or driver suit, and subject to strict enforcement
- Decals must be received from the Cooper Tire program coordinator and must be to spec in terms of size and location
  - Cooper can also provide artwork files to teams that make their own decals

## **Program Registration**

Competitors who would like to participate in the 2019 Cooper Tire Contingency Program at ARA National and Super Regional Rally events must meet the requirements outlined above and must register prior to the start of an ARA National and Super Regional Rally event to be eligible for contingency awards provided by Cooper Tire.

To register, please send all required information and photos, in an email to the rally program manager:

Meg Snyder at  
[mrsnyder@coopertire.com](mailto:mrsnyder@coopertire.com)

## **Award Information**

Cooper Tires will be awarding prizes based on finishing results in each eligible class, as well as a Social Media Award:

- 1<sup>st</sup> in Class – 4 Cooper M+S Rally Tires
- 2<sup>nd</sup> in Class – 2 Cooper M+S Rally Tires
- 3<sup>rd</sup> in Class – 1 Cooper M+S Rally Tire
  - A team may request a Cooper passenger or light truck product instead of a Rally Tire as an award replacement; subject to approval of rally program manager
- All awards must be claimed within a 30 day period after the Event

## **Cooper Cruisers**

This is a loyalty program only for teams that compete in the 2019 ARA National and Super Regional events. Any registered Cooper Contingency Team that competes on Cooper M+S Rally Tires in eight (8) or more ARA National and Super Regional events during the 2019 season, will receive four (4) Cooper M+S Rally Tires, compliments of Cooper Tire, to start their 2020 ARA Rally season.

## **Social Media Program**

The social media program is for 2019 ARA National Rally Championship only.

***Important Note:*** For a National event to qualify as a Social Media awarded event, a minimum of four (4) separate team entries from National participants must be registered prior to the start of the event, and a minimum of four (4) teams must complete the required posts for the event qualify as an awarded event.

***A driver or team must:***

- Make a *minimum* of five (5) social media posts during a National event weekend, from their official public racing handles or pages.
  - The hashtag, **#TeamCooperTire** and tagging the **@TeamCooperTire** and **@ARA\_Rally** handles in each post are required for that post to receive credit.
  - The posts must be media-based (i.e. photo or video) to receive credit and must be related to the event or competition in some way.
  - The program is available across Twitter, Instagram, and Facebook.
- One Winner will be chosen via a live Periscope drawing amongst those that have followed all of the guidelines.
  - The Winner will have their choice to receive either four (4) Cooper M+S Rally Tires, Passenger Tires or Light Truck Tires or Light Truck Tires.

**Registration** - Submit an email with your official, public, social media handles to [info@teamcoopertire.com](mailto:info@teamcoopertire.com).

Complete details and eligible posting dates will be emailed to each competitor prior to each race weekend, upon registration for the program.

**2019 ARA One-Day Regional Events** Cooper Tires will offer a separate contingency award for teams that compete in 2019 ARA One-Day

Regional Events as listed on the ARA  
2019 Schedule:  
<https://www.americanrallyassociation.org/schedule>

This contingency will follow the same guidelines as listed above in the **Program Requirements** and **Program Registration** sections. This contingency program will award the top three (3) highest finishing teams, competing on Cooper Tires, which meet the conditions in the **Program Requirements** in a minimum of a twenty (20) car overall field.

Awards for the three (3) highest finishing teams, competing on Cooper Tires are as follows:

- Highest overall – 4 Cooper M+S Rally Tires
- 2<sup>nd</sup> highest overall – 2 Cooper M+S Rally Tires
- 3<sup>rd</sup> highest overall – 1 Cooper M+S Rally Tire
  - A team may request a Cooper passenger or light truck product instead of a Rally Tire as an award replacement; subject to approval of rally program manager
- All awards must be claimed within a 30 day period after the Event

### **Additional Information**

To Purchase Cooper Tire M+S Rally Tires:  
**Troy Simmons** - Xtreme TM LLC  
Email: [tsimmons@xtremetm.net](mailto:tsimmons@xtremetm.net)  
Office: (541) 207-3927

**Oscar Armas** – Marketing

Activations Group (MAG)

Email:

[oarmas@marketingactivationsgroup.com](mailto:oarmas@marketingactivationsgroup.com)

Office: (740) 407-0636

To Contact the Cooper Tires 2019 ARA  
Contingency Program Manager:

**Meg Snyder**

Cooper Tire & Rubber Company

701 Lima Avenue

Findlay, OH 45840

Email: [mrsnyder@coopertire.com](mailto:mrsnyder@coopertire.com)

Office: (419) 429-6758

To Contact the Cooper Tires 2019 ARA  
Contingency Social Media Program Manager:

**Casey Ackerman**

Marketing Activations Group

439 East Mound Street

Columbus, OH 43215

Email: [info@teamcoopertire.com](mailto:info@teamcoopertire.com)

Office: (614) 228-1484