

2022 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 2022 ARA National Rally Championship Event or Super Regional Event of the year and run a complete set of Cooper 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 2022 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 five (5) entries take the start or compete, per race, per class, to qualify for participation in the 2022 Cooper Tire Contingency Program. If an ARA National Rally Championship event weekend also hosts 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 2022 Cooper Tire Contingency Program, a team must have:

- Cooper 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 from a purchase within the past 2 months
- 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:
 - Can be requested from the Cooper Tire program manager, as needed.
 - Cooper can also provide the artwork files to teams that make their own decals; however, decals must be made to spec in terms of size, color, and location

Program Registration

Competitors who would like to participate in the 2022 Cooper Tire Contingency Program at ARA National and Super Regional Rally events must meet the requirements outlined above and must register 24 hours prior to the start of an ARA National and Super Regional Rally event to be eligible for contingency awards provided by Cooper Tires.

To register, please send all required information and photos, in an email to the Rally Program Manager:

Sean Malone at: spmalone@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:

- 1st in Class – 4 Cooper Rally Tires
- 2nd in Class– 2 Cooper Rally Tires
- 3rd in Class – 1 Cooper 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 30 days of posted results certification by the ARA
 - Due to supply chain, please allow additional time in shipping contingency award tires

Social Media Program

The social media program is for 2022 ARA National Rally and Super Regional Rally events.

Important Note: For an event to qualify as a Social Media awarded event, a minimum of four (4) separate team entries 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 to qualify as an awarded event. All general program requirements listed above must also be met to be eligible for the social media portion of the contingency.

A driver or team must:

- Make a *minimum* of five (5) social media posts during a National or Super Regional rally event weekend, from their official public racing handles or pages with the following requirements included in each post:
 - Tagging the **@TeamCooperTire on Twitter and Instagram**, and **@ARA_Rally** handles in each post are required for that post to receive credit.
 - Using **#TeamCooperTire** is 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. All accounts must be public.
- One Winner will be chosen via drawing among those who qualified.

- The Winner will receive a coupon code for \$250 toward the purchase of Cooper Rally tires purchased on www.xtremetm.net.

Registration:

- 48 hours prior to EACH race you are entering, send an email to info@teamcoopertire.com stating you are still planning to run in that event, and listing all of your eligible, public social media accounts.

Complete details and eligible posting dates will be emailed to each competitor prior to each race weekend, upon confirmation.

Additional Information

Cooper Rally Tire Sales:

Jess Von

Xtreme TM LLC

Email: info@xtremetm.net

Office: (541) 207-3927

Cooper Tires ARA Contingency Program Manager:

Sean Malone

Cooper Tire & Rubber Company

Email: spmalone@coopertire.com

Phone: (419) 701-1232

Cooper Tires Social Media Program Manager:

Casey Ackerman

Marketing Activations Group

Email: info@teamcoopertire.com

Office: (614) 315-2204