



## ***Rocky Mountain 28 Scale Alliance stance on team drivers.*** V1.0

The Rocky Mountain 28 Scale Alliance acknowledges that company representatives (team drivers) help grow and push the hobby forward with product development, racer product support, racer setup help as well as product, company, and event advertising. We completely understand the high value team drivers bring to their respective manufacturers, teams, and to the hobby in general. We also understand that every sponsored driver is a lost customer to a retail store and tracks trying to survive by selling products. It is the position of the Rocky Mountain 28 Scale Alliance that teams and team drivers bring more to the hobby in general than is lost in product sales at tracks, as long as the number of sponsorships doesn't spiral out of control or team drivers don't succumb to the pressures of sponsorship and start acting inappropriately.

The RM28SA would like to encourage manufacturers and teams to keep sponsorships to a minimum, and for the sole purpose of product development, racer product support, racer setup help, as well as product and company advertising. Any company that uses excess sponsorships for the sole purpose of taking away sales, undermining or hindering sales directly or indirectly from tracks or their respective hobby stores, could be seen as direct competitors to the tracks that sell their products. Any company representative (team driver) that engages in the sale of products and or hinders the sales of products at tracks or their respective hobby stores, could be seen as a competing interest to that particular track or store. Tracks and stores will usually ask competing businesses and competing interests to vacate the store or track premises.

Here are a few things the RM28SA tracks strongly discourage and could possibly lead to individuals or companies from being invited to attend RM28SA events or tracks in the future.

- Team drivers directly selling products at alliance tracks or events without the permission of the track owners. This is illegal in most cases, as most team drivers don't have the proper tax certificates to do it legally. The track could also be fined by the state and local authorities by allowing such activities to take place within their premises.
- Team drivers trying to encourage racers to buy directly from a team website, instead of at their local tracks. This turns company representatives into a competing interest of the track.
- Companies or manufacturers using excess sponsorships meant to directly increase sales at the expense of tracks. An example of this would be excess 10% or 25% coupon sponsorships meant for the sole purpose of subverting a manufacturers map policy to increase direct to consumer sales.

In general, any activity that prohibits or hinders retail sales at alliance tracks or events is strongly discouraged. Any company, or company representative engaged in such activities without the consent of the track owner will be seen as a direct competitor to the track and hobby store hosting the events and could be asked to vacate the premises.

Sponsored drivers will be seen as official representatives of their manufacturers, teams, and companies they represent. As highly coveted team drivers and official representatives of their companies, their conduct at alliance tracks will be more scrutinized than regular racers. In extreme circumstances their conduct could impact business relationships between manufacturers, companies, tracks, and hobby stores. Due to the competitive nature and high pressures of sponsorship, it is highly encouraged that all company representatives (team drivers) are thoroughly vetted before being offered a deal. Team drivers are regarded as being the best of the best, the most experienced, and most professional drivers in the hobby. Team drivers will be given their own tables at official RM28SA events and will be officially

recognized before the start of each event so the event attendees will know who to get advice and product support from.

We fully realize that the RM28SA ultimately has no authority on how someone runs their business, or how many sponsored drivers a manufacturer or team decides to have, that doesn't mean we shouldn't try and create some sort of standard or code of conduct for manufacturers and teams to follow. Sponsorship has always been a hot topic issue in the RC industry, and it's something we think the industry as a whole, should try and keep from getting out of control, to protect tracks as much as possible. We have all seen track numbers decline in other scales of RC racing, arguably out of control sponsorships are a contributing factor in that decline. It is up to all of us to try and keep unwarranted sponsorships from hindering the success of the 28<sup>th</sup> scale industry.

By agreeing in principle to the above document, my company will receive.

- A dedicated team page on the RM28SA website featuring all my drivers, company, setup sheets, company information, etc.
- Dedicated pits spaces at official RM28SA events for all my team drivers.
- Team driver introductions at official RM28SA events.
- A dedicated team driver attendance post on the RM28SA Facebook page before all of the 4 grand prix races.
- Automatic enrolment in the manufactures cup (grand prix points series between manufacturers). This is for chassis manufacturer teams only.

I agree in principle with the above document. I also agree to try and mitigate the negative sales effects of my company's sponsorships on tracks and hobby stores as much as possible.

As team principal I will have the authority to make changes to my teams RM28SA team page at any time.