

QSAC TRACK PROMOTIONAL OUTLINE

The purpose of this outline is to provide some helpful information and a general direction to promote a QSAC race and in promoting your regular track program.

The idea is to achieve the maximum amount of exposure at the least possible cost with the objective of increasing interest in quarter scale racing and subsequently increasing both your club and QSAC membership.

1. The Hobby Store(s) in your area.

Don't overlook them. They could be your strongest source of new members. As you are probably aware, most hobby stores don't sell or stock parts for quarter scale cars. The cost is simply too great to sit in inventory and the volume of sales is too low. But this doesn't mean that they are not willing to promote R/C racing in general. Most are willing to distribute a flyer promoting your race if they are asked and of course if the flyers are provided. You might also mention that quarter scale guys also need things like radios, servos, fuel line, etc.

The flyer should contain the following basic information.

1. The title of the race. (i.e. THE QSAC CENTRAL DISTRICT CHAMPIONSHIP)
2. The track name and location.
3. The dates of the race.
4. A short outline of the times and schedule of events.
5. Amenities available. Concession stand, etc.
6. An entry form at the bottom of the flyer that contains blank spaces for the following:
 - a. Drivers name
 - b. Address
 - c. Phone number
 - d. QSAC membership number
 - e. A list of classes with a check off box beside them
 - f. Radio frequency preference for 1st, 2nd and 3rd frequencies

This could be jazzed up a bit with phrases like "The closest thing to oval racing without a seat belt" or "Size does make a difference" or "1/4 scale racing with full scale action" Even if you get zero entries you are still generating interest in quarter scale.

2. Businesses in your area, particularly racing related

Again, most businesses are willing and happy to help you promote your race by distributing a flyer. This flyer should contain the information 1 through 5 in the first flyer and this one should be jazzed up. "1/4 scale racing with full scale action" will work with this one and also catch lines like "When was the last time you went to a Stock Car (Sprint Car) race and all you had to do was bring a chair?" Be creative, use your imagination,

call your track "The Bristol of ¼ scale racing" or whatever full size track that your track resembles. All these things will help draw a crowd. It is almost vital that you have a picture of the track and/or a picture of a car on the flyer. It will help a lot in getting your point across!

3. Media coverage

Most newspapers have a section devoted to "things to do/ places to go" locally. This is the minimum that you've shooting for. Ask if they would be interested in covering this event and perhaps interviewing drivers from all over the country, a human interest story.

TV and radio is always interested in what is going on locally and getting them out to cover your event is really dependent on how busy a news day they are having. Point out how special the race is. Racers come from all over. (Name the States). This race only happens once a year. It is just as competitive as any form of racing (NASCAR, ARCA, ASA or name your local full size track)

For all the media provide a copy of the following descriptions and let them choose which or how much they wish to use:

What is "Quarter Scale"

Quarter Scale racecars are radio controlled car models, ¼ the size of a full-size racecar. They weigh about 30 pounds, and are powered by 23cc engine. On a large track, they can reach speeds up to 80mph. These cars are scaled-down version of many of the cars you see in a typical racing event shown on television or in magazines. Quarter scale cars are the largest of all the radio-control racecars. They can have independent type suspension, with hydraulic shock absorbers. Quarter scale is less expensive and very much safer than their full-scale counterparts, (we've never had any drivers hurt when they crashed during a quarter scale event) but the racing is still very real. Any seasoned quarter scale driver will tell you he can "feel" what his car is doing, just as he would in a full-size racecar.

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The driver controls the car by means of a hand-held radio transmitter, which usually has a steering wheel for directional control, and a "trigger" to control the throttle and brakes. The car contains a radio receiver, and devices called "servos" which control the steering, the throttle, and the brake, according to what the driver does on his radio transmitter.

These cars are scaled-down version of many of the cars you see in a typical racing event shown on television or in magazines. They include Winston Cup Stock Cars, Busch Grand National Stock Cars, Craftsman

Truck Series SuperTrucks, World of Outlaw Sprint Cars, Outlaw Late Models, etc.

Quarter scale cars are the largest of all the radio-control racecars. They more closely resemble their full-scale counterparts than do any of the smaller scales. They can have independent type suspension, with hydraulic shock absorbers. The car's body is typically made from "Lexan", a plastic type material that is molded to an exact replica of a full-size car, but in miniature.

Quarter scale is less expensive and very much safer than their full-scale counterparts, (we've never had any drivers hurt when they crashed during a quarter scale event) but the racing is still very real. Any seasoned quarter scale driver will tell you he can "feel" what his car is doing, just as he would in a full-size racecar. In addition, almost any set-up parameter available on a full-scale racecar is duplicated on the quarter scale equivalent. Winning requires a combination of many skills including car set-up, as well as a fast engine and good driving!

Organized Quarter Scale Racing events take place at the local, Regional, National, and International Levels.

Driving a Quarter Scale

A person "moving-up" from a smaller scale car will have no problem driving a quarter scale car. When set up properly, quarter scale cars are easier to drive than the smaller cars. With time and practice comes experience and skill. The thrill of controlling a well setup quarter scale car is possibly the ultimate experience in radio control car racing.

Quarter-Scale Differences

Quarter scale cars are different from smaller radio control cars mainly in size, true-scale appearance, set-up adjustability, and realism. Quarter Scale emphasizes optimizing the competitor's set-up, as well as driving skills.

Sharing with, and helping other competitors is the rule, rather than the exception in Quarter Scale. This results in better competition, not only making the racing more fun for the competitors, but also a better "show" for the spectators.

Another important difference from racing in other scales is the engine specs. The national organization "QSAC" mandates that only one specific brand of 23cc two-stroke engine is allowed, and it must be stock. At major events QSAC utilizes a pre- and post-race Technical Inspection procedure, impounding the top four cars in each class, and performing a comprehensive external and internal inspection of the car including weight, width, height, tire-size, and spoiler, as well as engine tear-down inspection.

Racing in Quarter Scale

Race formats in Quarter Scale closely follow their full-scale counterparts. The races are computer-scored utilizing car-mounted transponders. When these transponders pass over the start/finish line, a computer scores the lap for that car. The computer keeps track of lap-times, track position and number of laps automatically. Up to ten cars can race at a time.

Qualifying heats (of which there are two rounds, varying in length from 20 to 50 laps) are used to determine the car's positions in the "mains events". These races are usually limited to six competitors. The number of "mains" is dependent on the number of cars entered in a particular class. Each main is populated with cars in whatever positions earned from the heats. Every competitor will run at least one "main". While the smaller scales limit race lengths by time, (perhaps a 5-minute race), Quarter Scale races are oriented to numbers of laps, like their full-size counterparts. Races can be 100, 200, or even 500 laps long.

What does it cost?

Buying a new quarter scale car can cost between \$1,000 and \$1,500. Once you've got the car, expenses are minimal - the cars can be run on ordinary pump gasoline, mixed with two-cycle oil. Fuel costs are negligible. Tires are a major expense in many of the other scales of r/c car racing. In quarter scale, one set of tires can last the racer for a whole season. The parts for these cars are reasonably priced, and last for a long time. Many racers have found racing quarter scale cars to be far less expensive than racing smaller scale cars, which cost less to begin with, but use expensive fuel and tires (or in the case of electric cars, batteries motors, and speed controls).

More Information?

For more information, check out the QSAC Website (<http://www.qsac.org>).

Finally, this is one of those jobs that seem thankless and a bit of a pain but a little bit of work developing a promotional flyer and an entry flyer and a lot of leg work visiting businesses and making phone calls will achieve remarkable results. It won't be instantaneous, it will take some time and continued effort, but the results will show up.

Please see the following for an example flyer.



QSAC
www.qsac.org



www.northhoustonspeedway.com
1-877-615-9799

**RADIO CONTROLLED
QUARTER SCALE AUTO RACING
GRAND NATIONAL
SPORTSMEN-SPRINT CAR**

WHAT IS QUARTER SCALE RACING

QUARTER SCALE is the largest of all radio controlled racing and very resembles full size NASCAR stock cars, super-trucks, and sprint cars.

THESE ARE NOT TOYS !

At 4 feet long, 18 inches wide and 11 inches high, weighing 30 pounds, their size sets them apart from all the other scales of radio controlled racing. Each of the cars has the same size (23cc), 2 HP Zenoah engine, with no internal modifications allowed.

WHERE DO WE RACE ?

NORTH HOUSTON SPEEDWAY is the finest Purpose Built, hi-banked asphalt oval in the U.S. Located at 11847 Spears Road. Approximately fifteen Minutes north of Houston, we have plenty of room for parking, clean public restrooms. And a there is New Track located just outside Fort Worth.

ADMISSION IS FREE!!!!!!

OFTEN ASKED QUESTIONS

How much do these cars cost?

Depending on the car type, they run from \$1000.00 to \$2000.00 brand new. A good used car can be purchased for as little as \$500.00

What type of fuel do they use?

Gasoline and oil mixture(32:1) with octane's of between 93 and 116

How fast can they go?

On short track, between 40 and 45 MPH.
On larger tracks, they can exceed 85MPH.

Are they hard to drive?

Yes and No. Because you are driving from a distance, it is hard to tell what your car is doing. Of course, with time comes experience, and the driving gets easier.

Who are the manufactures?

Cars and Parts:

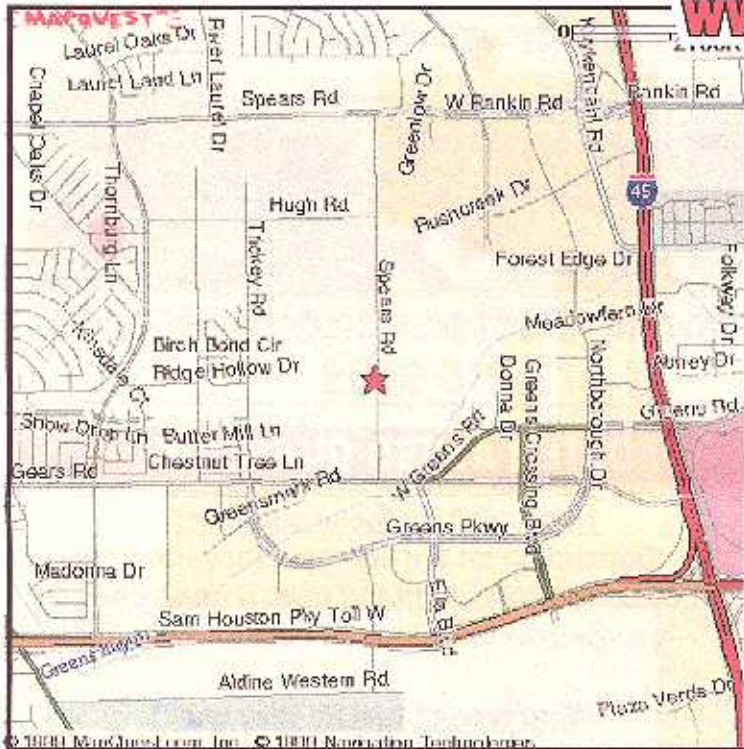
W.C.M. Corporation, Madisonville, Texas
(936) 348-5057
Rick Binnicker
www.wcm-corp.com

Pro1 Racing, Konawa, OK
(713) 755-4269 • www.pro1race.com
Jim DeLonais
www.pro1z.com

Lightning
Moore Motorsports-Donnie
Travelers Rest, SC
864-616-4149
www.lightning.com

North Houston Speedway

www.northhouston Speedway.com



From I-45 North, exit Greens Rd. and go west about 1/2 mile to Spears Road, go North on Spears and the track is about 1/4 mile on the left.

Graphic Results

**72 WHITE T-SHIRTS
W/ 1 COLOR FRONT & BACK
IMPRINT 4.00 EA. ***

*certain conditions apply Call for details

EXPIRES 06/01/05

**If interested in sponsoring
a driver please send email to
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