

## CONTEST SPONSORED BY SCOTT DRAKE AND THE MCA

by Mary Jean Wesche

**S**cott Drake Enterprises approached us last June at the Mid-America Performance meet in Tulsa to ask if we'd be interested in co-sponsoring a contest with Regional clubs within the Mustang Club of America. After discussion with Austin Craig, MCA National Board member and Publisher of *Mustang Times*, we excitedly agreed.

Last year at SEMA, Scott Drake unveiled a Mustang restoration that he did as a surprise for one of his high school teachers who was a role model for him in his youth. As part of the celebration of the 25th anniversary of Scott Drake Enterprises, Scott Drake feels that the Mustang hobby is a good way for each of us to get involved in a PAY IT FORWARD activity.

For this contest Scott Drake is donating a 1966 Mustang convertible, minus an engine and other pertinent pieces. Every Regional Club of the MCA is encouraged to participate.

The official entry form will appear in the December issue of *Mustang Times* and on the MCA website by December 1, 2008.

PAY IT FORWARD was introduced at a SEMA press conference on November 4, at the Scott Drake Booth.

The main focus of judging the winner of this contest centers on what the club would do to restore the Mustang, and what the club would do with the Mustang when the project is completed.

Here are the specifics of the contest.

- The winner of the PAY IT FORWARD contest will be announced at the 45th Anniversary of the Mustang celebration at Barber Motorsports Park near Birmingham in April 2009.

- The winning club will take possession of the project car at that show and MUST have the car completed to be displayed at SEMA in November of 2009. That gives a total of six months to complete the job.

- Applications must be postmarked no later than March 10, 2009, and must be submitted directly to the MCA Editorial office.

- The winning entry will be chosen by March 30, 2009.

- Documentation of the restoration process will be covered monthly in *Mustang Times*.

### **Scott Drake Enterprises will provide the following:**

- Donate an un-restored 1966 Mustang convertible.
- \$10,000 in Scott Drake parts will be provided by Scott Drake Enterprises and to be used in the vehicle restoration process. Parts will be pre-listed by Scott Drake Enterprises prior to the restoration process. In the event supplementary parts are needed by the winning MCA club, Scott Drake Enterprises will negotiate the additional parts needed.

- Parts will be ordered directly through Scott Drake Enterprises by winner of vehicle. An order number and process will be established within Scott Drake Enterprises to ensure all parts agreed upon are delivered in a timely manner to the winning club.

- Transportation of the un-restored donation vehicle to the 2009 MCA Nationals in Birmingham, Alabama on April 15, 2009. In the event the winning club is participating in the 2009 MCA Nationals, Scott Drake Enterprises and MCA will determine the necessary transport costs to the winning club's

home prior to the presentation at the MCA Nationals.

- Advertisement of the promotion will be sent to all Scott Drake dealers in regular E-newsletters.

- Scott Drake will support efforts to find mid-level sponsors for engine, paint, wheels and tires donations.

- Provide transportation of the restored Mustang to 2009 SEMA show in Las Vegas for display.

- Placement of the fully restored Mustang in 2009 Scott Drake SEMA show booth.

- Scott Drake will serve on the Judging Board of this contest.

- Promotion of "Pay it Forward" program will appear on [www.scottdrake.net](http://www.scottdrake.net) that includes a link to [www.mustang.org](http://www.mustang.org) for registration.

- Include the winning MCA members in the 2009 SEMA press conference.

- Provide goody bags items for MCA Nationals.

### **As our portion of the Pay It Forward contest, the MCA and Mustang Times will:**

- Develop the judging criteria that ensures legal requirements are being met with the contest rules and regulations.

- Create online and printed application form.

- Mail an application form with Scott Drake retail catalog to each MCA Regional Club.

- Supply Scott Drake with a copy of each application form by March 16, 2009.

- Select a winning entrant by March 30, 2009.

- Participate in the presentation of the donation car on April 17, 2009, with Scott Drake.

- Provide Editorial coverage monthly in *Mustang Times* of the following:

- Overview of Scott Drake Enterprises and "Pay it Forward" promotion

- Press conference announcement during 2008 SEMA show in Las Vegas

- Winning MCA regional chapter

- Monthly story/photos of MCA club's restoration progress
- Ensure the Mustang restoration process is complete for 2009 SEMA presentation.

- Support efforts to find mid-level sponsors for engine, paint, wheels, and tires donations.

- Include Scott Drake logo on promotional materials (i.e. registration form, banners, advertisements, etc.) for the 2009 MCA National shows.

- Place one monthly Scott Drake banner ad on the MCA's website, [www.mustang.org](http://www.mustang.org).

- Provide Scott Drake Enterprises booth space during 2009 MCA National Events. **MT**

