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## **2025 Promoters Guide**

January 1 .....Points Start, All Divisions  
September 1-6.....Super Nationals  
September 28.....Points End  
October 13..... Points Become Official  
November 29..... National Awards Banquet

### **International Motor Contest Association**

1800 West D Street | PO Box 921 | Vinton, Iowa 52349 | 319-472-2201  
raceimca@imca.com | www.imca.com | facebook.com/raceimca

# CALENDAR

## 2025

JANUARY						
S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
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FEBRUARY						
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SEPTEMBER						
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DECEMBER						
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28	29	30	31			

## Important Dates

**January 1 .....Points Start, All Divisions**

**May 26 .....Home Office Closed**

**July 4.....Home Office Closed**

**Aug. 28-31..... Sprint Car Nationals**

**No Sprint Points Awarded**

**Sept. 1-Sept. 6..... Super Nationals**

**No Points Awarded**

**Home Office Closed**

**September 28..... Points End**

*Verify Your Points Are Correct*

*As Soon As Possible*

**October 13..... Points Become Official**

*No Changes After This Date*

**November 28-29..... National Banquet**

**Dec. 25-Jan. 1.....Home Office Closed**



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# WELCOME

Dear IMCA promoter:

Thank you for your trust and commitment to IMCA Racing!

In 2025, IMCA will issue nearly 600 sanctions at more than 240 dirt race tracks just like yours, all across the United States and in Canada.

Our goal at IMCA is the same it has been for more than 40 years: To provide uniform, consistent, affordable and entertaining weekly auto racing. Servicing your needs is our number one priority.

Enclosed in this packet, you will find all the information you will need to host IMCA sanctioned events. It is organized and indexed to ensure efficient access to the information that will assist you in preparing, officiating, executing and reporting IMCA events.

Should you need explanation of anything contained in this guide, please do not hesitate to contact any of us at our extension numbers or email addresses provided.

We take you out of the rules making business to free up more of your time to be in the promoting business. While the rules and regulations of racing is our main focus, we are also actively aiding our sanctioned tracks on the promotional front.

The future is here with electronic media and communication. Text messaging, email directories and accurate websites are a must, as are social media outlets like Facebook and video broadcasting. IMCA uses all of these media sources to build content and the IMCA brand. You should do the same.

If you utilize email for reporting your race results, we can accommodate that as it expedites our weekly point tabulation.

Remember, you're not alone. IMCA has the best staff in the racing industry and we are all just a phone call or email away. Good luck in the upcoming season and once again, please do not hesitate to contact us with any questions, comments or problems you may encounter.



Respectfully,  
Brett Root  
President



# HISTORY

IMCA, the oldest automotive racing sanctioning body in the United States, celebrated its centennial season in 2015.

Headquartered in Vinton, Iowa since 1976, the International Motor Contest Association traces its lineage back to the barnstorming days of the sport, when dirt track racers were celebrated as national heroes.

Drivers like Sig Haugdahl, Gus Schrader and Ernie Derr wrote their names into the record books, winning races at state and county fairgrounds speedways all across this great nation.

Keith Knaack and two partners bought IMCA in 1976, hiring Kathy Root as their first full-time employee the same year. The division now known as the IMCA Modified was introduced in 1979 and rejuvenated dirt track racing by making it possible for drivers to compete economically, under a set of easy to understand, easy to enforce rules.

That philosophy, and a strong emphasis on family, teamwork and integrity, has remained the same as IMCA resumed or began sanctions in the Late Model, Race Saver Sprint Car, Stock Car, Hobby Stock, SportMod, STARS Mod Lite and Sport Compact divisions.

Complementing the organization's weekly success, the IMCA Speedway Motors Super Nationals fueled by Casey's has become the biggest event of the dirt track season, bringing 1,000-plus drivers and thousands of fans to Boone, Iowa, Speedway for America's Racin' Vacation.

The 43rd annual Super Nationals will be Sept. 1-6.

Root became president of IMCA in 1990 and completed her purchase of the company in March of 1996. She was succeeded by her son Brett in January of 2015.

For more information please email [raceimca@imca.com](mailto:raceimca@imca.com).



# STAFF DIRECTORY

**Brett Root, President**

319-472-2201 ext. 212 • broot@imca.com

**Jim Stannard, Vice President of Operations**

319-472-2201 ext. 220 • jstannard@imca.com

**Dave Brenn, Executive Director of Competition**

319-472-2201 ext. 221 • dbrenn@imca.com

**Ryan Clark, Executive Secretary**

319-472-2201 ext. 231 • rclark@imca.com

**Carson Becker-Gramm, Marketing Integration Director**

319-472-2201 ext. 230 • cbgramm@imca.com

**Virginia Lindsey, Director of Membership and Points**

319-472-2201 ext. 215 • vlindsey@imca.com

**Kim Haines, Assistant to Director of Membership and Points**

319-472-2201 ext. 216 • khaines@imca.com

**Jodi Root, Business Manager**

319-472-2201 ext. 225 • jroot@imca.com

**Whitney Heneghan, Office Manager**

319-472-2201 ext. 200 • wheneghan@imca.com

**Dan Engledow, Director of Publications, Advertising**

319-472-2201 ext. 210 • dengledow@imca.com

**Kirk Niehouse, Stock Car/Hobby Stock Director**

cell 515-231-9757 • kniehouse@imca.com

**Joe Hayes, Late Model Director**

319-389-2600 • jhayes@imca.com

**Roger Hadan, RaceSaver Sprint Car rules questions**

roger.hadan123@gmail.com

**Jimmy May, STARS Mod Lite rules questions**

modlitestars@gmail.com

**Rich Bartolomei, General Counsel**

515-245-3777 • richardabartolomei@gmail.com

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Should you have questions during the year about IMCA policies or procedures, feel free to contact us. We are here to help you with your IMCA program. At left is a list of IMCA personnel, their phone & extension numbers and e-mail address. Unless otherwise noted, the phone number is 319-472-2201. Office hours are 8:00 A.M. to 4:30 P.M. CST. If you need immediate assistance during your racing program you can reach any of us at our provided cell number, or your respective regional director.

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# PROMOTERS PULSE

## FACEBOOK GROUP



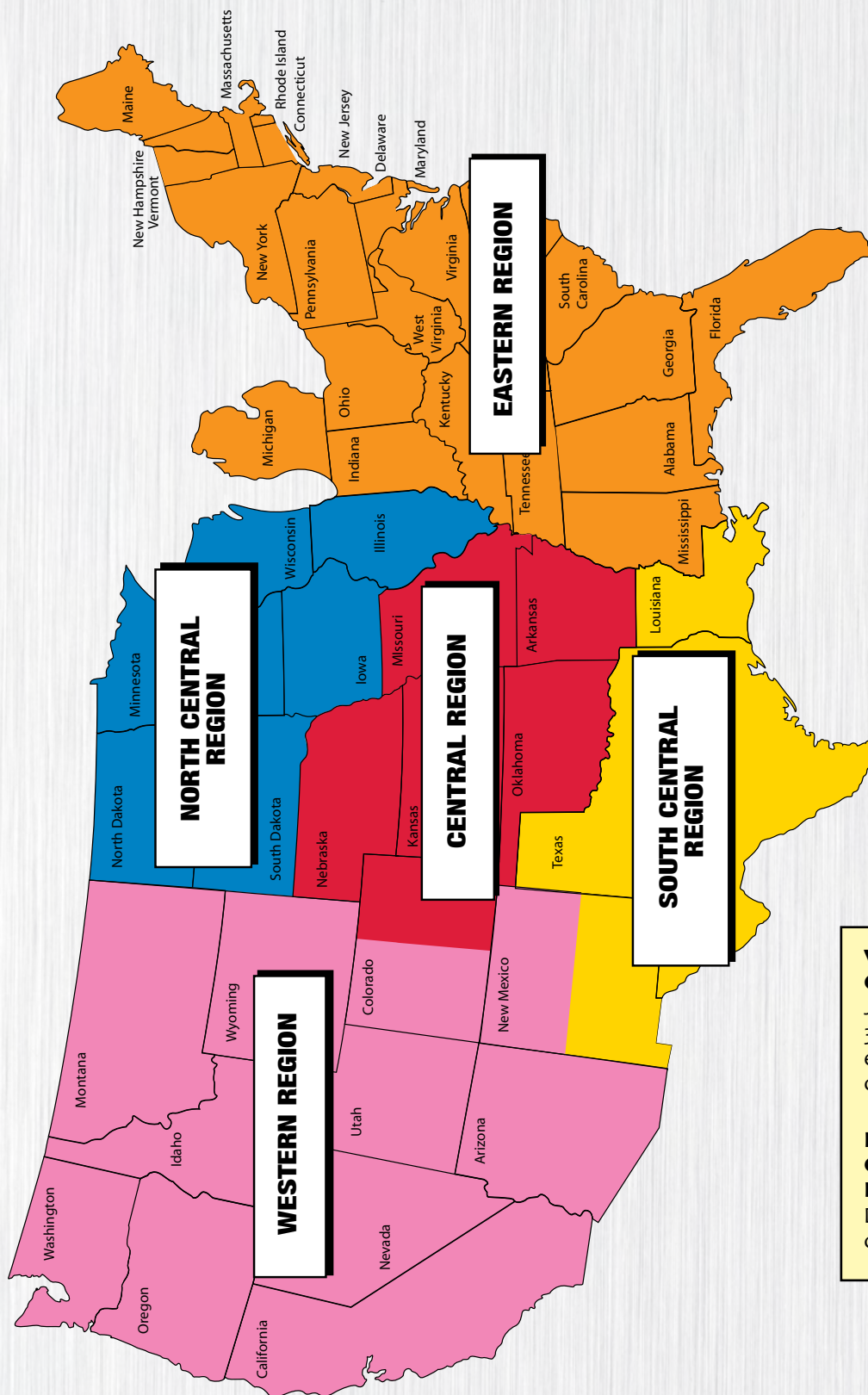
- ✕ Get the latest news and information from IMCA.
- ✕ See promotional ideas from other IMCA sanctioned tracks.
- ✕ Interact with fellow IMCA promoters.

The IMCA Promoters Pulse group is a secret group that only IMCA promoters may join. Since it is not a visible group, you must first be a friend of a group moderator to be invited to join. Add Ryan Clark or Jim Stannard as a friend on Facebook and you will then be added to the group. Once a member of the group, maintaining a Facebook friendship is not a requirement to remain an IMCA Promoters Pulse group member.





# MODIFIED



## WESTERN REGION

Paul Vetter, Director  
559-486-3601

## GRT RACE CARS NORTH CENTRAL REGION

IMCA Home Office  
319-472-2201

## JET RACING CENTRAL REGION

IMCA Home Office  
319-472-2201

## RAZOR CHASSIS SOUTH CENTRAL REGION

IMCA Home Office  
319-472-2201

## DEVILBISS EASTERN REGION

IMCA Home Office  
319-472-2201

## VICE PRESIDENT OF OPERATIONS

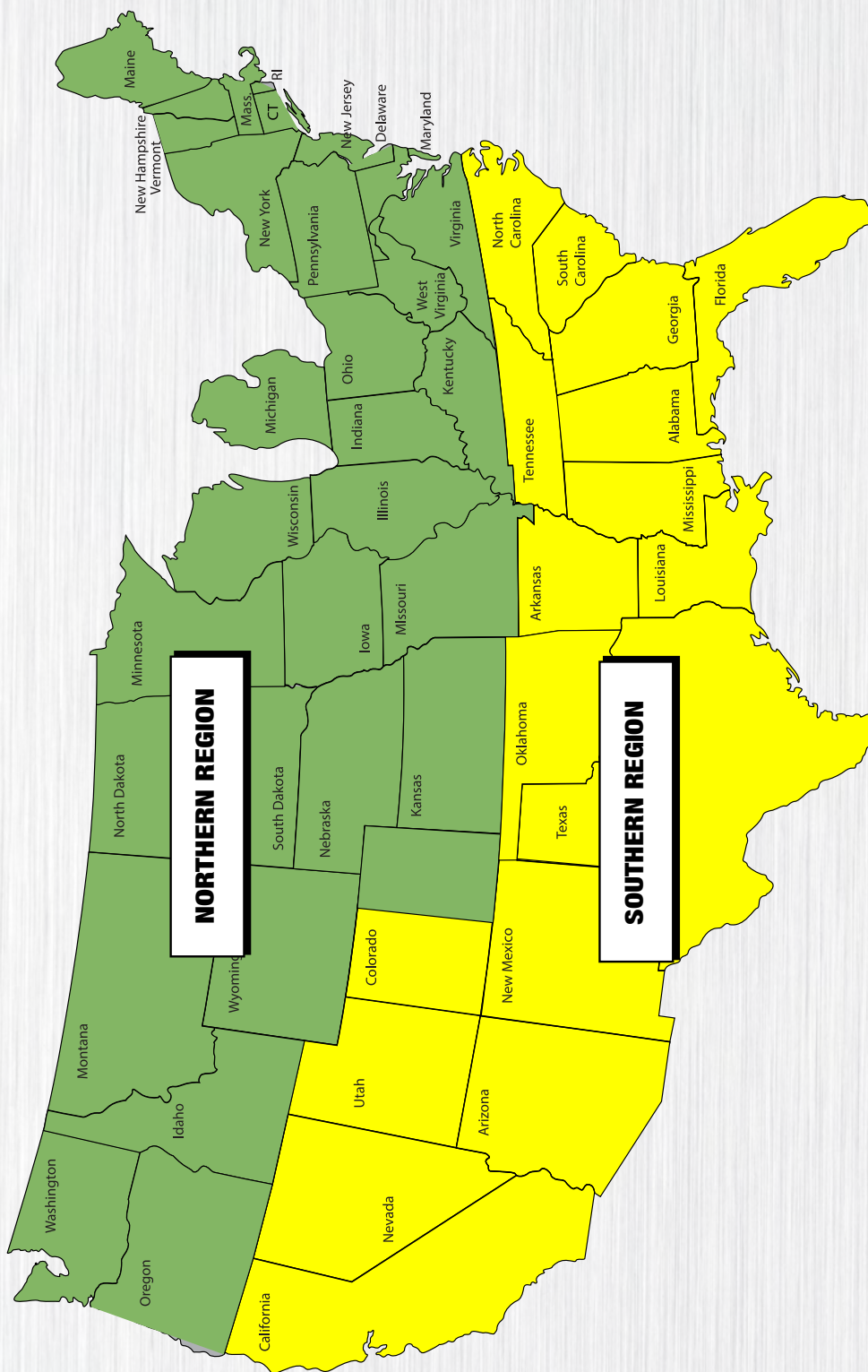
Jim Stannard  
319-472-2201  
ext. 220  
cell: 402-210-5896

## EXECUTIVE COMPETITION DIRECTOR

Dave Brenn  
cell: 785-307-8482



# STOCK CAR & HOBBY STOCK



## EXECUTIVE COMPETITION DIRECTOR

Dave Brenn  
cell: 785-307-8482

## STOCK CAR & HOBBY STOCK DIRECTOR

Kirk Niehouse  
cell: 515-231-9757

### IMPORTANT!

Dave Brenn is the primary contact for rule questions. Kirk Niehouse can be contacted after 6 p.m. weekdays or during the weekend.

# TRACK PARTNERSHIPS

## FOR MORE INFORMATION CONTACT

**Carson Becker-Gramm**, Marketing Integration Director

cbgramm@imca.com | 319-472-2201

*IMCA is proud to have developed partnerships with over 100 different organizations committed to helping IMCA tracks and drivers in 2025.*

*Through these sponsorship programs, they in turn will be helping your race track.*



Speedway Motors is the official title sponsor of IMCA Weekly Racing and offers a track package to all IMCA sanctioned tracks. An order form will be emailed. Return that to me at the IMCA office as soon as you can to receive your officials shirts, victory lane hats, trash can covers and other items. The sooner you turn it in the quicker you'll be ready for opening night at your track. Speedway Motors is committed to helping you create a clean and professional environment while cutting expenses from your bottom line. For more information contact me directly at 319.472.2201.



MyLaps is the premiere company for electronic dirt track scoring systems, and they are working with IMCA tracks to offer you an exclusive program. A complete timing system is available at discounted pricing. This package includes a decoder, server and detection loop, in addition to the Orbits software that will be provided free of charge. Also included in this offer is the free Speedhive App with live web timing. For more information contact Balton Aulls at MyLaps at 678.816.4000.



Capital Sign Co. is the official decal company of IMCA and offers the highest quality printing for any decal application you may need as a sanctioned track. Whether you need track bumper stickers, tech inspection decals, or vinyl for your water truck or pace car, Capital Sign Co. can really improve the look of your entire operation. **Contact Lee Havlik at 515.289.7553 for more information.**



Sunoco - The Official Racing Fuel of IMCA is here to help you. More high-performance racing engines rely on Sunoco race fuels than all others combined. For over 50 years, Sunoco has been fueling the top race car drivers around the world with high-quality, performance fuels they can trust to power them to the checkered flag. That same level of quality and reliability is brought to consumers every day at the pump, to help keep their cars running cleaner, longer and more efficiently. Find a Sunoco dealer for your IMCA drivers at <https://www.sunocoracefuels.com/>



MyRacePass - "MyRacePass, now an over 15 year old software company based in Nebraska, is used by more than 700 different promoters in the United States. Promoters use MyRacePass for a wide range of problem solving reasons that include the Race Management System, Website Development, Online Tickets including Reserved Seating, GA Tickets, Camping Spots, Pit Stalls, Pit Passes and Box Office Tickets, and Online Registration. Track and Series operators also promote the MyRacePass app, available on Google Play or the App Store for Driver Communication and Fan Engagement. If you ever have questions on using MyRacePass, don't hesitate to visit [www.MRPHelp.com](http://www.MRPHelp.com) or shoot them an email to [support@myracepass.com](mailto:support@myracepass.com)."



# WEEKLY RACING

## SCHEDULING

- ✗ Submit your event schedule for approval before your season starts. Races that do **NOT** count for track points **MUST** be noted.
- ✗ A minimum of 8 sanctioned race dates must be scheduled for an IMCA sanctioned track to receive bonus points that apply to national or regional standings.
- ✗ Tracks and special series must hold a minimum of four sanctioned events in any division to crown a champion. Should inclement weather result in fewer than 8 races being held, the champion will receive pro-rated bonus points.
- ✗ Winners of Modified events paying \$1,000 or more to win and Stock Car events paying \$1,000 or more to win are eligible for All-Star Invitational qualifying at Super Nationals. ***All Star Qualifying events MUST be indicated on the schedule you submit at the beginning of the race season.***
- ✗ Sanction fees are due following the completion of each event. Please indicate the track, event and date so the fees are applied correctly. Use the race report forms provided when sending in your sanction fees. Please review your contract for sanction rates.



### FOR MORE INFORMATION CONTACT

**Ryan Clark**, Executive Secretary  
RClark@imca.com | 319-472-2201 x.231

# WEEKLY RACING

## RESULTS

- ✗ Submit your event schedule for approval before your season starts. Races that do **NOT** count for track points **MUST** be noted.
- ✗ Your schedule is incredibly important to us. It's our most important tool in knowing when you're racing, what divisions are racing and how to apply the points. It also helps us anticipate what to expect week to week on a national level.
- ✗ Email your complete results **within 24 hours of the completion of your event**. The sooner we receive your results the sooner we can start processing them. If you're having issues and your results are going to be late, let us know that too.
- ✗ Be sure to note any claims or disqualifications when sending your results. If you have a disqualification let us know what the offense is as soon as possible, as some offenses require a fine and suspension. We'll want to get those handled as soon as possible.
- ✗ Weekly point standings are posted on [www.IMCA.com](http://www.IMCA.com) on Fridays. Any discrepancies should be resolved as soon as possible.
- ✗ Refer to the Operations Manual for a detailed explanation of how points are awarded.



### FOR MORE INFORMATION CONTACT

**Virginia Lindsey**, Director of Points & Membership  
VLindsey@imca.com | 319-472-2201 x.215



# WEEKLY RACING

## LINEUP PROCEDURES

**These procedures are important, as it makes the chances of winning a track, regional or national championship equal from track to track.**

(Unless otherwise noted, these procedures apply to all IMCA divisions.)

1. First night, all drivers draw for heats. Qualifiers redraw for starting positions. One heat - 5 redraw; two or five heats - 10 redraw; three, four or six heats - 12 redraw. NOTE: IMCA Late Models draw first two nights.
2. For all future track points nights scheduled for the season, heats are lined up by driver's three-event IMCA point average, stagger inverted, lowest point average to front, highest point average to rear. Point averages are figured by driver's average IMCA points earned in driver's three most recent appearances in weekly points events at the track. New drivers carrying no point average start at the rear. Two or more drivers having no average or same point average will be lined up at discretion of officials.
3. "B" mains are lined up straight up from heats with highest finishers to front.
4. When one heat is run, top five qualifiers will be inverted for feature lineup according to three-event IMCA point average. When two or five heats are run, the top 10 qualifiers will be inverted for feature lineup according to three-event IMCA point average. When three, four or six heats are run, top 12 qualifiers will be inverted for feature according to three-event IMCA point average. IMCA and promoter reserve the right to relocate a driver from an invert position to the rear of the field if deemed necessary for the safety and well-being of all involved. Remainder of "A" feature is lined up straight up from heats and/or "B" features. NOTE: IMCA Late Models - 18 or more cars will require at least three heats. (Half-mile tracks have the option of not using three heats until there are 22 or more cars.)
5. A driver who qualifies but has no point average shall be lined up in last invert position. Should there be more than one driver with no point average, positions will be lined up at discretion of officials.
6. Driver does not lose point average for missing any race nights. Once driver establishes a point average, the driver maintains a point average for remainder of the season.
7. There are no double feature nights allowed, excluding rainout make-up features. A program is not considered a rainout unless qualifying races have been completed. If feature is rained out and will not be run at later date, all drivers are to be awarded last place points.
8. Track option to line up season championships straight up by total points.
9. Other than opening night, track may have additional programs where a draw-redraw system may be used for line-ups. Track may hold one draw/redraw program for every four weekly track points events scheduled for the season. Non-track point events are excluded, must be requested in writing and approved by IMCA prior to race.

### IMPORTANT

You have the flexibility to determine the amount of cars and laps allocated for each race, however on average, most tracks do the following:

- 6-10 cars per heat
- 20-24 cars per feature
- One lap for every car in each race
- 8 car heat = 8 laps
- 20 car feature = 20 laps



# WEEKLY RACING

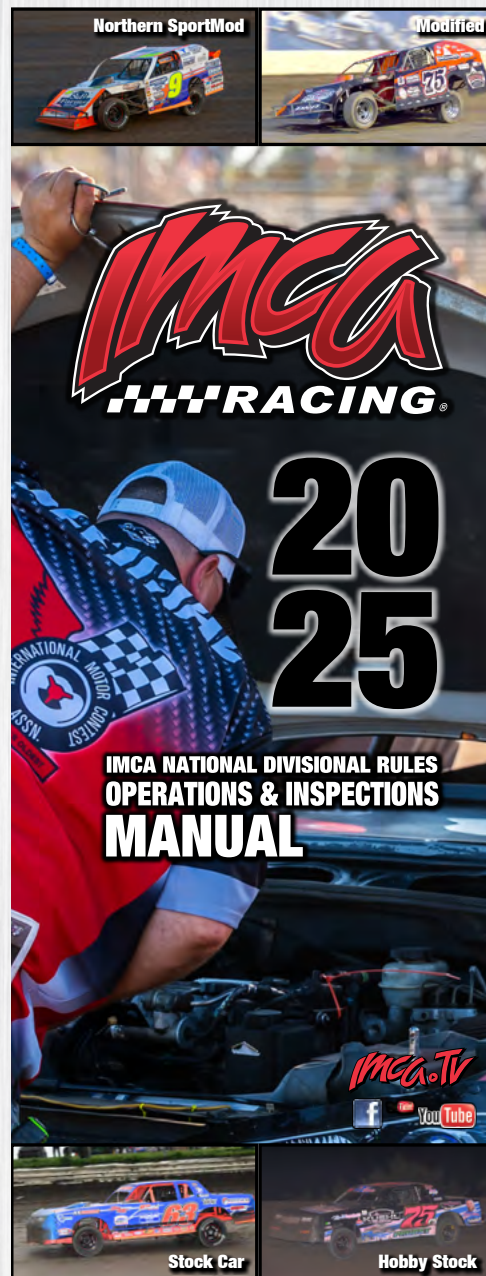
## TECH INSPECTION

- X The 2025 Tech manual (Operations and Inspections Manual) and rules are available to download at [www.imca.com/promoter](http://www.imca.com/promoter)
  - X Track and tech inspectors should abide by the Operations and Inspections Manual at all times.
  - X All IMCA sanctioned tracks must license a designated tech inspector as an IMCA Official. The tech inspector serves as our point of contact for technical alerts, updates, clarifications and tips on existing rules and procedures. Tech inspector license applications are available to download at [www.imca.com/promoter](http://www.imca.com/promoter)
  - X Eligible drivers who wish to claim must present IMCA license, claim card and cash per rule book.
  - X Recommended tech tools available to purchase through IMCA or from your own sources is in the back pages of the Operations Manual.
- X IMCA has a private Tech Tips group on Facebook for tech inspectors. Since it is not a visible group, you must first be a friend of a moderator to join. Add Dave Brenn as a friend on Facebook and ask to be added to the group. Once a member, maintaining a Facebook friendship is not a requirement to remain a member. Rule clarifications and updates will be posted in the Facebook group.



### FOR MORE INFORMATION CONTACT

**Dave Brenn**, Executive Competition Director  
[DBrenn@imca.com](mailto:DBrenn@imca.com) | 785-307-8482





# WEEKLY RACING

## CLAIM CARD SAMPLE



### 2025 CLAIM CARD

You must have this card, your IMCA license, correct cash amount and meet all eligibility requirements to claim.

Driver:

Division:

Member Number:

**ENGINE CLAIM** (Modified, Hobby Stock, Northern & Southern SportMod)

**CAR CLAIM** (Sport Compact)

Date

Track

Claimee

### SHOCK CLAIM

(Modified, Stock Car, Hobby Stock, Northern & Southern SportMod and Mod Lite)

Date

Track

Claimee

One claim per year. Can claim one or all shocks. \$100 per shock, Modified, Northern & Southern SportMod, Stock Car and Mod Lite. \$50 per shock Hobby Stock.

### CARBURETOR CLAIM

(Stock Cars, Hobby Stocks, Northern SportMods)

Date

Track

Claimee

One claim per year. Exchange style for style Northern SportMod. Exchange CFM for CFM only Stock Car. \$100 cash Hobby Stock.

# MEMBERSHIP

## LICENSING

- ✗ IMCA licenses can be purchased online at:  
**www.IMCA.com/application**  
A laminated sign with a QR code is included in your packet.  
Drivers needing a license can scan the QR code and go directly to the online application. Feel free to hang this sign near your registration area.
- ✗ **All drivers must have a current IMCA license to race.**  
There are no temporary licenses or grace nights.  
No points will be awarded to unlicensed drivers.
- ✗ Minors must buy a license and turn in all required forms before they race. See page 15 for more information about minor licensing.
- ✗ A PDF of the license application is available to download at [www.imca.com/promoter](http://www.imca.com/promoter) in case you need a paper copy for a driver not able to purchase their license online. Forward applications with payment to us as soon as possible for timely processing.



### FOR MORE INFORMATION CONTACT

**Virginia Lindsey**, Director of Points & Membership  
VLindsey@imca.com | 319-472-2201 x.215



# MEMBERSHIP

## MINOR LICENSING

- ✗ Minimum age to compete is 13.  
Driver must turn 14 by Aug. 31, 2025
- ✗ A copy of the minor release form is included in this packet.  
Forms **MUST be printed in color, notarized** and accompanied by a copy of the **driver's birth certificate**.
- ✗ **Any individual submitting falsified documents to IMCA will be subject to penalty by IMCA and/or the legal authorities.**

# MEMBERSHIP

## MEMBER INSURANCE

- ✕ Every 2025 IMCA license (drivers, officials and associate/crew members) includes a \$100,000 excess medical insurance policy, which provides coverage for members at any track where there is at least one IMCA sanctioned race on the program. This policy will pay up to \$100,000 after the track policy and the members personal policy have been exhausted. This policy also includes an additional \$10,000 accidental death, dismemberment and paralysis policy.



# MARKETING

## PRESS RELEASES & ADVERTISING

- ✗ Stories and photos will be posted online at our discretion. Please be sure to forward press releases with results and photos in a timely manner to: [media@imca.com](mailto:media@imca.com)
- ✗ Forward the name and email address of your track photographer and public relations representative to: [media@imca.com](mailto:media@imca.com) in case we have questions or need images from your track throughout the year.
- ✗ All images should be sent at 2,000 pixels wide, minimum.
- ✗ Reminder: Winners of Modified events paying \$1,000 or more to win and Stock Car events paying \$1,000 or more to win are eligible for All-Star Invitational qualifying at Super Nationals. Be sure any such events are indicated on the schedule you submit to IMCA at the beginning of the race season.
- ✗ Advertising is available online at [www.IMCA.com](http://www.IMCA.com), in video through IMCA.TV and various other electronic outlets. Please email [cbgramm@imca.com](mailto:cbgramm@imca.com) for more information.
- ✗ Race event flyers can be emailed to licensed members in your area for a flat rate fee.  
Please email Dan at [dengledow@imca.com](mailto:dengledow@imca.com) for more information.



**Dan Engledow**, Director of Publications & IT  
[DEngledow@imca.com](mailto:DEngledow@imca.com) | 319-472-2201 x.210

# MARKETING

## LOGOS

- ✗ Electronic files are provided in a variety of formats on the flash card included with your promoters packet and online at:  
[www.imca.com/imca-logos](http://www.imca.com/imca-logos)
- ✗ The logos and marks of IMCA Racing cannot be altered without prior written authorization from IMCA.
- ✗ Logos may be sized as needed. Aspect ratios must not be altered.



Solid (spot) Color  
Pantone 485C



Black and White



Full Color



Full Color



## EXPIRED MARKS

- ✗ The logos pictured below have been retired and are no longer acceptable for use. Please update your files accordingly.





# MARKETING PARTNERS



## IMPERIAL TROPHY & AWARDS

PROUDLY SPONSORS



**NEW CUSTOMERS  
THEIR 1ST** **RECEIVE 15% OFF  
ORDER!**



**GET A  
QUOTE  
TODAY** > **sales@imperialtrophyawards.com**  
**260-432-8161**

**OR CHECK OUT OUR WEBSITE  
IMPERIALTROPHYAWARDS.COM**

**CUSTOM TROPHIES PLAQUES DRINKWARE MEDALS CLOTHING ACRYLICS**