



# ALLIANCE

newsletter

## EXCEEDING EXPECTATIONS

One month into the WDRA being "live" and the support from tracks, racers and sponsors has already exceeded our expectations.

While surpassing our business plan for the month of January is nice, it's what happened behind the scenes in January that really gets us excited. With the help of WDRA's technology partner Trackside Systems, WDRA was able to launch drag racing's first all-digital licensing system for our racers.

"Process modernization" is one of our core beliefs that make up our mission statement and Trackside was able to bring our vision to life. WDRA is first to market with this racer friendly, modernized system. Additionally, WDRA racers get an actual drivers license style hard card for a license (not a piece of paper) which is icing on the cake. It may seem like a small item to some but in drag racing it is like landing on the moon. The new system is the foundation for many other things to be built upon for both tracks and sponsors as we work to bring the Alliance closer together.

**- TEAM WDRA**



## JANUARY HIGHLIGHTS

- **WDRA RULEBOOK GOES ONLINE**
- **WDRA LICENSING GOES LIVE**
- **SUNCOAST PERFORMANCE JOINS THE ALLIANCE**
- **LARIS MOTORSPORTS JOINS THE ALLIANCE**
- **WINLIGHT BETS BRINGS THE FUN TO SUMMIT BRACKET FINALS AT DARLINGTON**
- **WDRA LAUNCHES DRAG RACING'S ONLY ALL-DIGITAL LICENSING SYSTEM WITH TRACKSIDE**
- **LARIS MOTORSPORTS CREATES TWO RACER BONUS PROGRAMS FOR 2023**
- **IMMOKALEE REGIONAL RACEWAY KICKS OFF SUMMIT SPORTSMAN DRAG RACING SEASON**



## SUNCOAST PERFORMANCE SIGNS ON TO SUPPORT SUMMIT SPORTSMAN DRAG RACING SERIES

The World Drag Racing Alliance announced today that Suncoast Performance has joined the WDRA alliance of sponsors supporting bracket racers. The Summit Sportsman Drag Racing Series and the Summit World Championships are now both presented by Suncoast Performance.

Suncoast Performance is a leader in Transmissions, Converters and related accessories for OEM gas and diesel applications for Dodge, Ford and Chevy. Suncoast Performance controls all aspects of their products from design to manufacturing in their 75,000 square foot facility in Fort Walton Beach, Florida.

"This is yet another racer owned business joining the alliance to support sportsman racers" said WDRA's Josh Peake. "The guys at

Suncoast Performance are sportsman racers and wanted to join the Summit Sportsman Drag Racing Series program so they could add to the support for their fellow racers."

In addition to becoming an official WDRA partner, Suncoast Performance will be offering discounts to WDRA members on their line-up of OEM replacement transmissions and converters. "SunCoast is incredibly excited to partner with WDRA this year," said Blake Carter, SunCoast's President of Sales and Marketing. "We have always been a grassroots company with racing and our R&D. This alliance is yet another to add to our racing arsenal as we look to further expand our growing 10-Speed Research and Development Program, and we are eager to see what the 2023 season holds."



## WINLIGHT BETS BRINGS THE FUN TO SUMMIT SPRING BRACKET FINALS

As WDRA's official Fan Engagement partner, Winlight Bets will be kicking off their partnership at the upcoming WDRA Summit Spring Bracket Finals presented by Laris Motorsports at Darlington Dragway.

Winlight Bets will debut drag racing's first outdoor casino February 17-18. The outdoor casino will feature the Winlight Bets game play app, big screen TV's, Drag Racing themed table games, Drag Racing themed slots along with a practice tree. No casino would be complete without showgirls and the Winlight Bets showgirls will be on hand to assist players during the weekend.

The WDRA Summit Spring Bracket Finals presented by Laris Motorsports will feature the best area racers competing for team and individual honors. Racers will compete as a part of a WDRA member track team that will compete against other track teams. Individual class champions will qualify for the WDRA Summit World Championships in October.

"The WDRA Summit Bracket Finals series is designed for maximum racing and fun and Winlight Bets are making sure the fun factor goes to a new level," said WDRA's Jon O'Neal. "WDRA and Winlight Bets are breaking new ground in Drag Racing with this program and we hope racers and fans will find this component of the Summit Bracket Finals both fun and entertaining." All area racers are welcome to participate in the Friday and Saturday gamblers races without having to be on a roster or be a WDRA member. The main event will require both being on a roster and having a WDRA license as the main event champions will earn a spot in the Summit World Championships at Darlington in October.





## LARIS MOTORSPORTS INSURANCE JOINS THE WDRA PARTNER ALLIANCE

The World Drag Racing Alliance announced today that Laris Motorsports Insurance has become a major marketing partner and will be supporting the sportsman racing community by joining the WDRA in 2023. Laris Motorsports Insurance will become the Official Racing Equipment Insurance partner of WDRA as well as the presenting sponsor of the Summit Bracket Finals series of events.

Laris Motorsports Insurance provides unique products for the racing community including on track and off track racing vehicle damage as well as trailer, tools and equipment coverage. Laris Motorsports Insurance president Laris Holden, as a drag racer himself is committed to supporting the racing community and was heavily involved in developing insurance lines specific to what racers need.

"One of the most important parts of WDRA partnerships is that we deliver a value based system where racer owned businesses can support fellow racers without the typical corporate red tape that comes with these types of agreements," said WDRA President Don Scott. "Laris Motorsports Insurance is a perfect example of WDRA creating yet another alliance with a racer owned business that creates high end services and gives them an easy way to directly support the bracket racing community. We are thrilled to be working with Holden and his industry leading team at Laris Motorsports Insurance."

In addition to the Summit Bracket Finals, Laris Motorsports will also be supporting the Summit Sportsman Drag Racing Series World Finals by providing the free MotorMania live stream coverage of the event as well as sponsoring the Friday Free 5K race for the Sportsman category Summit World Finals competitors.

"The time and work required in creating insurance options that are designed specifically for racers are one of the things we do to set us apart in this industry" said Laris Motorsports Insurance president Holden Laris. "That mimics the investment the WDRA is making in relationship-based partnerships. I know I can put sponsorships anywhere in this industry, but a value driven approach that gives back to the bracket racing community makes me appreciate this opportunity to be involved in something I believe in."

Laris Motorsports Insurance is proud to announce their brand new website that now features a coverage calculator that will provide an estimated premium based on the amount of coverage you are looking for. "We want to be as proactive as possible providing an easy way for racers to get a quote in just seconds for the coverage they are going to want to have," continued Laris. For the latest information and to get your digital quote visit [LarisMotorsportsInsurance.com](https://LarisMotorsportsInsurance.com).

**COMING IN FEBRUARY...**



## **SUMMIT SPRING BRACKET FINALS DARLINGTON DRAGWAY FEB 16-19**

**WINLIGHT BETS OUTDOOR CASINO!  
SSDRS WORLD CHAMPIONSHIP QUALIFIER!**





## WDRA LAUNCHES DRAG RACING'S ONLY ALL-DIGITAL LICENSING SYSTEM WITH TRACKSIDE

The WDRA is proud to announce a first of its kind, secure, online licensing system powered by Trackside Systems. Trackside, the Official Technology Partner of the WDRA, built this sanction-level capability to drive efficiency and provide an easy, streamlined racer experience. Launched as a soft open on January 1st, 2023, this is the only system of its kind in the industry and is the manifestation of WDRA and Trackside's mutual goals.

"In addition to making licensing simpler and faster for racers, this system is part of a long-term plan to continue to help our member tracks become more efficient at managing their businesses. The licensing and membership capabilities of Trackside will provide automation and streamlined digital tools for member tracks to validate licenses and easily interface with the WDRA at a sanction level. This means better-run events, streamlined processes, and lower costs of operating," said WDRA's Don Scott.

"Racers will continue to see additional benefits over time, including automated renewal notices and streamlined renewal options. Racers are seeing immediate benefits with the fast and easy online application workflow, ability to instantly receive a temporary license, the ability to upload required documentation electronically and visibility of transaction history. This eliminates the need to mail paper forms and minimizes back-and-forth that has historically occurred", Scott added.

"Trackside continues to fulfill its mission of modernizing motorsports with this revolutionary sanction-level solution for the WDRA", said Jason Kennedy, founder and Chief Technology Officer of Trackside.

"We are excited to provide improved experiences for racers and digital experiences that will help to attract younger generations into motorsports. Trackside will continue to provide the tools needed to enable motorsports to compete with other forms of entertainment. The viability and growth of motorsports depends on doing business the way that modern customers expect. Digitization is occurring in all other industries, making it a key ingredient for success for motorsports to attract and retain new fans and racers."

"We acknowledge the need to also support legacy ways of doing business (cash/paper) during a digital transition, and we are the only solution that supports both, but still drives efficiency. Customers can adopt Trackside, still do business the way they are used to, and enable digital features at any pace they are comfortable with," added Kennedy. "We are excited to support the WDRA and help to continue the growth and evolution of drag racing!"

Racers can access the WDRA membership portal at <https://racewdra.tracksideapp.com>.



<https://www.racewdra.com/wdra-racer-rewards/>







## LARIS MOTORSPORTS CREATES TWO WDRA RACER BONUS PROGRAMS FOR 2023

Laris Motorsports Insurance, who recently joined the alliance by supporting the WDRA Summit Bracket Finals and Summit World Championship programs, will deepen that commitment by offering WDRA members that are Laris Motorsports customers the opportunity to cash in on a perfect run.

The Laris Motorsports Insurance Perfect Run program will be contested at all Summit Bracket Finals events and the Summit World Championships presented by Suncoast Performance. The program will start next month at the WDRA Summit Spring Southeast Bracket Finals presented by Laris Motorsports at Darlington Dragway. The first Laris Motorsports customer that has the Laris decal on their car before 1st round of eliminations and puts down a perfect run will win a \$1,000 cash bonus. If there is no winner at the event, the bonus will roll over to the next Summit Bracket Finals event and will continue to roll over throughout the Summit Bracket Finals Series of events. If no one claims the prize during the Summit Bracket Finals series of events there will be a \$6,000 Laris Motorsports bonus on the line at the Summit World Championships in October.

To become a Laris Motorsports customer, simply go to the new Laris Motorsports website at [www.larismotorsportsinsurance.com](http://www.larismotorsportsinsurance.com) and check out their new online quote calculator. Just input a few details about your coverage needs and they will generate a quote for you.

The second Laris Motorsports program will be for Summit World Championship participants in the No Box class. Laris Motorsports will put up the \$5,000 for the winner take all Friday night gamblers race and all No Box participants at the Summit World Championships will get free entry into that race.

For all those who can't attend the Summit World Championships in person, Laris Motorsports will also be the sponsor of the live stream coverage produced by MotorMania TV.

"As another racer owned business that has joined the alliance, we are thrilled that Laris Motorsports chose WDRA to show their support to their customers and to WDRA racers," said WDRA's Jon O'Neal. "Laris Motorsports will be involved in a wide spectrum of WDRA events and we are proud to align ourselves and our events with a racer owned company with the same commitment to sportsman racing as we have."

The full schedule of Summit Bracket Finals presented by Laris Motorsports can be found on the WDRA website at <https://www.racewdra.com/summit-bracket-finals>

