

# BEST IN THE DESERT RACING ASSOCIATION

Dear Race Enthusiast:

I can't tell you how excited I am, along with our partners the Martelli Brothers and Mad Media, to be promoting the **BFGoodrich Tires Mint 400**, but not for the reasons you may think. I'm psyched because of the feedback I have received since the announcement that Best In The Desert will again be the official race association promoting the event; the response is overwhelming and I really appreciate everyone's appreciation of what we have come to build at Best In The Desert. I have said for years that our rules, our promptness, our attention to detail, our mailings, our ability to treat everyone the same and our hard work and diligence will pay off. I think everyone will agree, we are the "premier off-road racing organization" and the BEST of the BEST race with Best In The Desert!

Since the opportunity was presented to us to promote the **BFGoodrich Tires Mint 400**, we have thought a lot about the race and its history and what the race means to people. For Casey personally the Mint 400 was a dream come true when he raced the Mint on a motorcycle in 1969. A friend of his watched the race in 1968 and said "next year we have to race this race as a team."

Casey had a rare opportunity in 1974 to race a motorcycle one day and the next day race a car with Russell Job in a Class 1 and they came in 2<sup>nd</sup> to Parnelli Jones who won the race that year. That was a great thrill that Russell had given him to race in a buggy.

In 1976 the Mint 400 was Casey's first professional race I ever worked on and as they say "the rest is history!" He worked with Walt Lott for many years and learned a tremendous amount from him, he was a great man and great mentor. In 1976 the Mint 400 had two special courses, one for cars and trucks and one course for motorcycles. Walt managed the car/truck course and Casey managed the motorcycle course.

We thank The Martelli Brothers for giving us the opportunity to promote the event, along with BFGoodrich Tires. Our goal for the Mint 400 is to take it to the next level; We want to make this race greater than the Mint hotel's expectations could have ever been and greater than your expectations of what Best In The Desert can do. This is not only going to be "**The Great American Off-Road Race**" that we have billed it, but mark my words, it is going to be "The G-R-E-A-T American Off-Road Race" that will knock your socks off!

**What made the Mint 400 so special?** Well, for one, tech inspection was held in Las Vegas on a stretch of downtown that was in its own right a very spectacular piece of real estate in the '60's, 70's and 80's. The Mint 400 was backed by the Mint 400 Hotel Casino and attracted people from all over the world, which included movie stars, the best off-road racers in the day, and people that weren't so skilled, including motorhomes and chopper motorcycles and anything else people could put an engine in. It was a race that people just wanted to enter, it had tremendous appeal. Well, again, present day, we are lucky to be able to promote the race on Fremont Street, an even more incredible piece of real estate in Downtown Las Vegas than ever before. Your day on **Fremont Street** will be turned into a day of "**Off-Road Race Street Experience**" and every race related vendor and manufacture you can imagine will be represented on Friday, March 9<sup>th</sup>! Vendors are already calling to book their space on Friday; this is a great opportunity for you to entertain your customers, as well as your employees, the Mint 400 is providing you an opportunity to promote your own business and show off your racing skills!

The **BFGoodrich Tires Mint 400**, registration, Tech Inspection and Contingency will be in downtown Las Vegas. The Golden Nugget is the "Host Hotel" and the property has everything to offer, don't forget to go by and check out the shark tank, it's amazing! Registration will be at the Golden Nugget and it's in close proximity to Tech & Contingency, where all of the festivities will be taking place on Thursday and Friday. It's a great time to come to Las Vegas; off-road race by day and play in the beautiful City of Las Vegas by night!

In closing, I want to say thank you for your blessings with this event, thank you for racing with us and thank you for helping us be the Best Race Organization in the United States! I look forward to begin this race promotion, it's already been a lot of fun talking with many of you about it and bringing back memories and the nostalgia of yesteryear! I'll see you in March for "**The Great American Off-Road Race!**"

Sincerely,



**Donald Jackson, Operations Manager**  
Best In The Desert



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**MAD MEDIA**

# BFGoodrich Tires MINT 400

- 1) **HOTELS:** The **Golden Nugget** is the Host Hotel for **Race Registration** and the **Drivers Meeting**. Group Code GSMNT50 You can refer to the hotel list on [www.bitd.com](http://www.bitd.com); for a complete list of hotels that are close to Fremont Street, Downtown Las Vegas and the Primm area.
- 2) **DRAW DATE:** We will Draw for Start Positions on **Wednesday, February 21<sup>st</sup>** for ALL race vehicles. Rear starts are by first request and post-mark! The line-up for Trick Trucks, Class 1500, and Class 6100 for the Time Trials is also determined by this same draw for start positions on the 21<sup>st</sup>! Get your entries in now to be in the **Souvenir Event Program**, the deadline is February 9<sup>th</sup>, the program goes to print before the draw! There is an **ENTRY CAP** so don't **WAIT!!!!** This Race fills UP **FAST!!!!** Your Entry Fee **Must be Paid In Full** to reserve your spot! **NO DEPOSITS!**
- 3) **TIME TRIALS:** The time trials is on Thursday, March 8<sup>th</sup> for **Trick Trucks, Class 1500** and **Class 6100**. Time Trial event is **NOT mandatory**; if you do not participate in the Time Trials you will be placed by your draw position after the people that did participate.
- 4) **METHOD RACE WHEELS TIME TRIAL AWARD – Method Race Wheels** will once again sponsor the Time Trial award. The Fastest Qualifier will walk away with **\$5000 cash**, that's right, **\$5000 in Cash!** Thank you to **Method Race Wheels** for sponsoring this very prestigious award!
- 5) **PARTY's:** The Event will start out with a parade down Las Vegas Blvd and Kick-Off Party on Wednesday, March 7<sup>st</sup>. On Thursday, March 8<sup>th</sup>, there will be a Meet & Greet on Fremont Street followed up by the Welcome Party, Pit Crew Challenge and the Miss Mint Crowning. The specific race schedule will be given to you in the Final Information Packet, and check out the Special Event Schedule on **themint400.com** site!
- 6) **CONTINGENCY & TECH:** Registration and the Drivers Meeting will be at the **Golden Nugget** at the beginning of Fremont Street. Contingency & Tech will be on the world famous Fremont Street East and will be an event aside from the race, a contingency like no other! We will be offering **TWO Days** of Registration, Contingency and Tech, Thursday & Friday. Stay tuned for more information!
- 6) **PITS:** There will be **three (3) pits**; the Main Pit Start/Finish, Pit A, Pit B, for all classes. The Main Pit (Start / Finish) area is level and designed for big motorhomes and overnight camping is allowed, you can also overnight camp at Pit A. Main Pit areas, at Primm, have limited parking and pit pass access only. All UTV's will be pitting together at the Main Pit. **Main Pit parking size will be 30' x 75' for each pit, one pit per entry.**
- 7) **RACE INFO:** There will be one large pit area at Primm for everyone; the format will be running two separate races:
  - 1) **1<sup>st</sup> Race** – 6:00 am – specific classes, 2-Lap and 3-Lap Classes.
  - 2) **2<sup>nd</sup> Race** – 12 noon (approximately) – larger race vehicles, 3-Lap ClassesRace schedule and race details will be available Feb. 21, in the Final Information Packet.
- 8) **NO PRE-RUN:** There **WILL NOT** be a **PRE-FUN RUN**, due to the desert tortoise habitat.
- 9) **TV/WEB COVERAGE:** MadMedia will be producing another great show on this years Mint 400, and Race-Dezert.com will be covering the event LIVE. Visit **themint400.com** and **facebook.com/themint400** for all the current information on this coverage!
- 10) **TRACKING & SCORING:** All Car, Truck and UTV entry's must have the RacingTrax Satellite Tracking System. The order form is on **RacingTrax.com** **All race vehicles** must have a TRANSPONDER, the transponder is used for scoring (not tracking) and are \$100, available from BITD.
- 11) The **Mint 400** will be a VERY FRIENDLY SPECTATOR EVENT. Mad Media's goal is to make this a fun event for teams and spectators. Spectators will need special passes for the designated spectator areas and parking is limited. Go to **TheMint400.com** to purchase passes before they sell out!
- 12) The **7<sup>th</sup> Annual 4-Wheel Parts Mint 400 Vehicle Parade** presented by **Odyssey Battery** will once again send hundreds of racers down the world famous Las Vegas Strip on Wednesday, March 7<sup>th</sup>!