

# HOW TO ENTER THE PEAK STOCK CAR DREAM CHALLENGE 2



## Entering Is Easy. This Is How You Do It.

So you wanna win our PEAK Stock Car Dream Challenge 2 and get a chance at becoming a PEAK Stock Car Dream Driver? Consider this your handy guide for entering the PEAK Stock Car Dream Challenge 2.

## Getting Started

- Your entry must include a video audition.
- Your video should highlight your personality and abilities.
- Your video must answer the burning question: "Why should PEAK choose me to become the next PEAK Stock Car Dream Driver?"



## STEP 1: MAKE YOUR VIDEO



Your video shouldn't be more than 90 seconds long.



Make sure you shoot it during the day or in a well-lit area.



It should be in a quiet enough area that we can hear what you're saying.



No need to use a pro-grade camera; if you are entertaining and engaging that's good enough for us.



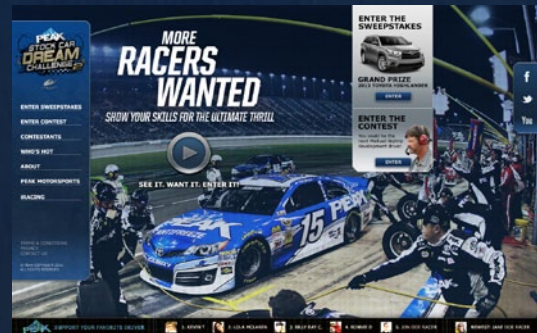
If you shoot your video with a smart phone, make sure to hold it horizontally [sideways].

# Video Dos

- Many will enter, but only 18 will be chosen as finalists—based on judging, number of points earned, and the public's social media votes. Your competition is fierce and if you want to be a finalist, you've got to be fiercer! So get your camera rolling, create an epic video that'll grab everyone's attention, and help slingshot yourself straight into the finals!
- This will all be made into a TV show, so our judges are looking for someone who's comfortable in front of the camera.
- Do whatever it takes to get inspired before you shoot your video – take a Pilates class or watch a Rocky movie.
- If you have racing experience, prove that you can hold your own on the high-banked oval. Floss your racing pedigree, or tell us how you got involved in racing.
- If you have racing experience, prove that you can hold your own during the heat of competition, whether on dirt or asphalt. Floss your racing pedigree, or tell us how you got involved in racing and your dreams and aspirations.
- Personal or racing testimonials or endorsements from friends also help.
- Make sure you tell us what racing means to you. Do you have a passion for racing and motorsports?

# Video Don'ts

- Your video must not violate any laws or rights of any person or entity. Your video must not be violent, harmful, lewd, profane or cause or depict any unsafe behavior or depict any injury to people, animals or property.
- Any music or other creative works used in your video must be original works or you must secure the appropriate rights to said works prior to submission.
- In-car footage is allowed, but street racing antics are not cool. Any driving must be on a closed course or in a racing competition or exhibition.
- No brand logos or icons in your video, unless it's PEAK. Our contest, our rules. Duh.



## STEP 2 : FILL IN THE BLANKS

Visit [peakstockcarddream.com](http://peakstockcarddream.com) during the Contest period and fill out the Contest entry form online including your name, residence, email address, date of birth and telephone number.

There is a limit of one entry per individual per Contest period. Multiple submissions per person will automatically be disqualified.

Your entry form must also include a bio and list of achievements.

Do you have a racing résumé full of your victories, trophies, etc.? If so, upload it. If you don't, then talk about any race achievements you have and upload a bunch of awesome pics to your bio. The more content you have, the more judges have to review.

You must be 16\* or over to enter.



### Say Cheese

Upload a photo. Be sure to look your best. Think movie star head shots here.

\*Contestants who are 16 or 17 years old must use an alternate video service to upload videos. Sorry—you can blame our lawyers for that. For assistance on how to upload your video, hit up our team at [support@peakstockcarddream.com](mailto:support@peakstockcarddream.com), and they'll walk you through the process.

## STEP 3 : UPLOAD YOUR VIDEO

To make things smoother than a pit lane tire change, we're using YouTube\* for the video submissions. If you don't have a YouTube account, you can create one here: <http://bit.ly/HG7Ysc>. Once you've finished your video, there are two upload options.

- ① You can sign in to your own YouTube account, upload the video, and send us the link. Make sure to label the video as follows:

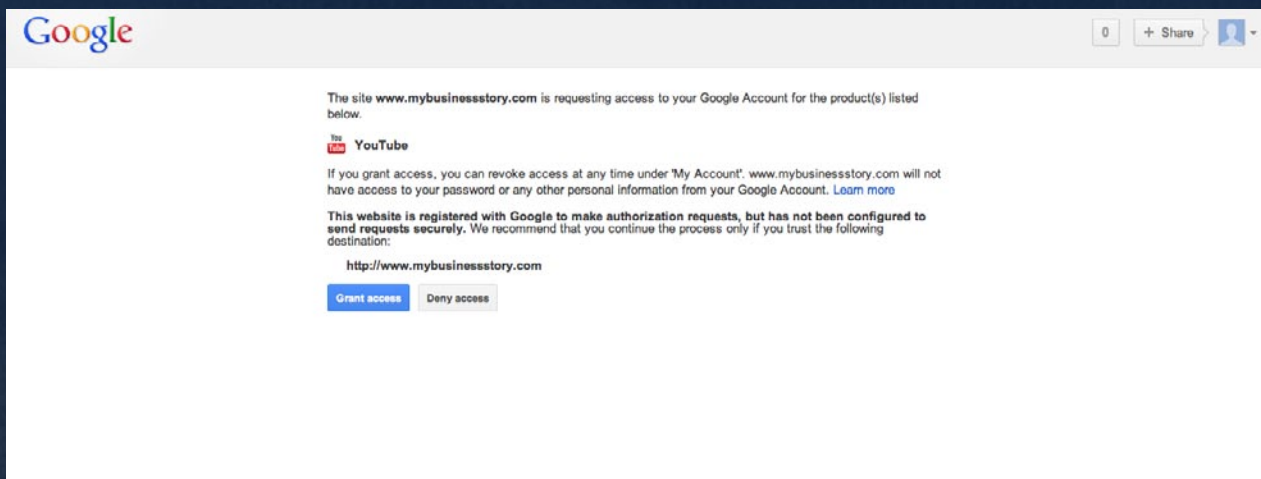
**TITLE:** PEAK Stock Car Dream Challenge 2 Video Entry

**DESCRIPTION:** "Thousands will enter, but only 18 will be selected. Will <user name> make the cut? Find out—watch as they give you a "peak" into why they should be selected for PEAK's Stock Car Dream Challenge 2. 18 winners will be selected to compete for a chance at licensing (and support for a qualifier) to become a professional stock car driver, all under the watchful eye of the legendary Michael Waltrip Racing team."

**KEYWORDS (TAGS):** NASCAR, contest, stock car, PEAK, ARCA, Daytona, Talladega, Michael Waltrip, Clint Bowyer

- ② You can let us do it for you.

If we do it, you'll need to grant us access to your account. No need to worry; you can trust us.



Make sure you upload your video during the Contest period. Choose the file and submit your winning video.



Depending on your connection, it might take some time for your video to upload completely. Do not log off before the upload finishes.

Once your video is uploaded, review your entry information and hit submit.

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## STEP 4 : SHOW YOUR RACE FACE

### Get Noticed. Get on the Hot List



Once you've filled out the entry form and uploaded your video, you'll need to earn points to get noticed.

More video views equal more points and a spot on the Hot List.

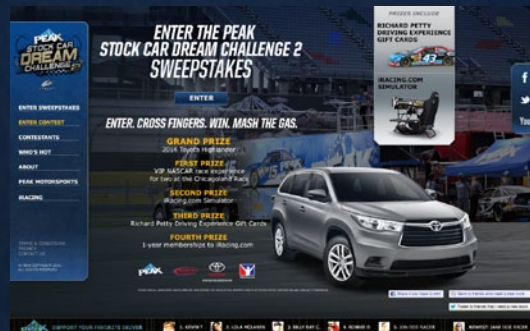
Making the Top 5 of the Hot List will **GUARANTEE** you a spot at the Stock Car Dream Challenge (assuming doctors give you the green light)—where you'll be able to battle your competitors in a series of on-track challenges for the chance to become a PEAK Stock Car Dream Driver. Plus there are a ton of other great prizes up for grabs. So start earning points—and get your “race face” on the Hot List!

## STEP 5 : ENTER THE SWEEPS

Have you entered our Stock Car Dream Sweepstakes yet?

There are two different entries, and if you think you're a track rat, gearhead and adrenaline junkie, you should be in both.

In addition to the Stock Car Dream Contest, you can enter for a chance to win a brand new 2014 Toyota Highlander, an iRacing Simulator, a VIP trip to the big race at Chicagoland Speedway for two (includes travel expenses), or one of many Richard Petty Driving Experience gift cards and iRacing.com 1-year memberships.



# GET GOING

What are you waiting for? Stop reading and start entering for a chance to win the PEAK Stock Car Dream Challenge 2!