

ROLEX
AT DAYTONA **24**



HIGH-ENERGY
PULSE-POUNING
FENDER-BANGING
ACTION*
*AND THAT'S JUST THE FIRST HOUR.



24 HOURS OF RACING

Championship drivers from various forms of racing battle in North America's most prestigious sports car race.



DRIVER AUTOGRAPH SESSION

One of racing's largest autograph sessions, with more than 200 Rolex 24 competitors participating inside the Sprint FANZONE.



DAYTONA 5K RUN & FUN WALK

Start your Rolex 24 race day off by competing in your own race on Daytona's road course.



CARNIVAL RIDES

Take a ride on the East Coast's tallest Ferris Wheel!



HERITAGE EXHIBITION

Celebrate the cars that made the Rolex 24 At Daytona famous.



WINE AND CHEESE PARTY

With the roar of sports cars buzzing in the background, treat your palate to some exquisite wines and nibble on a variety of cheeses.

Saturday, January 30, 2010

The Heat Is On!



1801 W. International Speedway Blvd.
Daytona Beach, FL 32114

5TH ANNUAL



DAYTONA
INTERNATIONAL SPEEDWAY

ROLEX
AT DAYTONA **24**



SATURDAY,
JANUARY 30, 2010

CALLING ALL CHEFS!

Showcase your favorite chili recipe to fans and spectators at Daytona International Speedway's fifth annual Chili Cook-Off on January 30, 2010 and be part of North America's most prestigious race - the Rolex 24 At Daytona weekend.



SPECIFICS OF THE COMPETITION

- Each team needs to make 15 gallons of chili.
- 10' x 10' cooking area available per team.
- Cook teams need to be entirely self-contained and bring ALL supplies necessary to create their chili.
- There are no ingredient restrictions, but pre-cooked ingredients are not allowed.



TEAM CATEGORY

The public is invited to register a team to showcase their favorite chili recipe to fans and spectators of the Rolex 24 At Daytona. Compete with self-proclaimed chili experts from all over Florida!

**WINNERS RECEIVE CASH PRIZES AND A
CUSTOM DAYTONA CHILI COOK-OFF TROPHY!**

Entry Info:

- \$90 team entrance fee includes Rolex 24 infield admissions for six team members
- \$30 entrance fee includes Rolex 24 infield admissions for two team members

For more information, or to register for this event, please call 386-681-6496. Sponsorship packages are also available!



REGISTRATION FORM

Team Name: _____

Sponsoring Organization: _____

Check one:

Cook Team (6 members) - \$90

Cook Team (2 members) - \$30

(Entry fee includes Rolex 24 Infield Admission for team members)

Head Chef (one name only): _____

Head Chef Email: _____

Head Chef Mailing Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____

Evening Phone: _____

During Event Contact Number: _____

Fax Number: _____

Signed: _____

Date: _____

Amount Enclosed: \$ _____

**Make checks payable to:
Daytona International Speedway**

Mail entry form with payment to:

**The Daytona Chili Cook-Off
Daytona International Speedway
1801 W. International Speedway Blvd
Daytona Beach, FL 32114**



SATURDAY, JANUARY 30, 2010