



### **2017 Rolex 24 Team Merchandise Sales Opportunity**

Participating Rolex 24 At Daytona teams that wish to sell team merchandise during the Rolex 24 event weekend, January 26-29, 2017, can do so on a consignment basis with Fanatics, Daytona's official merchandise provider. All team merchandise will be available for sale inside the Fanatics merchandise tent, located inside UNOH Fanzone and close to the garage areas. Each team must provide the merchandise and pricing to Fanatics by January 18, 2017. Fanatics will create one SKU per team and reconciliation will occur no later than two weeks following the event.

As a reminder, the Rolex 24 At DAYTONA is a registered trademark and cannot be used on team merchandise without the approval of Daytona International Speedway. Any product that uses the Rolex 24 logo or name without the proper licensing agreements in place will be confiscated.

Fanatics contact:  
Kim Cole  
[Kcole@fanatics.com](mailto:Kcole@fanatics.com)  
(386) 233-0935