



6448 Hwy. 290 E.  
Ste. B-107  
Austin, TX 78723  
Phone: (512) 462-0125  
Fax: (626) 698-0888

## Sponsorship Guidelines

### What is a sponsorship?

A sponsorship is an agreement between two parties where one party provides financial or in-kind (product) support to another party in exchange for their marketing and promotional efforts. **The key to receiving a sponsorship is the ability to prove that there will be a Return On Investment (ROI) for EDO Performance.** ROI can come in the forms of event attendance and media coverage (print, television and online).

**A potential sponsorship recipient should be familiar with EDO Performance's products, product features and benefits, as well as company philosophy and history. Also a potential sponsorship recipient must first be a member of Club EDO, submit informative reviews on products, receive good reviews from other members and have high amount of views on their cars.** As a sponsorship recipient, you will be representing Edo Performance. Not only should you conduct yourself accordingly, but you should also be able to promote our company's products in a knowledgeable manner and project EDO Performance in a positive light.

### Sponsorship Opportunities include:

- **Financial Sponsorship opportunities**  
Edo Performance does not have financial sponsorship opportunities available at this time.
- **In-Kind (Product) Sponsorship Opportunities**  
Edo Performance offers two types of in-kind sponsorships; full in-kind and partial in-kind. Full in-kind sponsorship includes performance products sponsored at no cost to the recipient. Partial in-kind sponsorship is performance products sponsored at a substantially reduced price to the recipient. **Full sponsorship consideration is only given to proposals with strong and timely ROI.**

### Sponsorship Agreement

The duration of the sponsorship agreement lasts one calendar year from the date of receiving the sponsorship agreement form. At the end of the year both parties are free to renegotiate terms for another year. The terms of the agreement are dictated on an individual basis. Some examples of sponsorship requirements include logo size and placement, event schedules, special appearances, magazine and other media coverage. Edo Performance requires proof that all products are installed on the Sponsorship Recipient's vehicle within 30 day of product delivery. Proof could either be through first-person observation by an Edo Performance official or through photographs. Failure to supply proof of commitment through first-person observation by an Edo Performance official or through photographs voids Sponsorship Agreement.



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A Sponsorship Recipient will indemnify, defend and hold harmless Edo Performance, its parent, subsidiary, and affiliated corporations and their respective directors, officers, employees, agents, successors, and assigns, from and against any and all claims, damages, liabilities, losses, government proceedings, and all costs of expenses, including reasonable attorney fees and costs of suit arising out of any personal injuries or claims in connection with any racing or driving activities of Sponsorship Recipient. The foregoing indemnity shall not apply in the event that the collision was directly caused by an Edo Performance product that was designed or manufactured with defects.

Edo Performance may terminate the Sponsorship Agreement if the Sponsorship Recipient conducts or commits an act which would (whether or not in public knowledge) endanger the good name or reputation of Edo Performance, cast Edo Performance in an unfavorable light, or in any way bring Edo Performance into disrepute, anywhere in the world. Unfavorable conduct or acts would include, but not limited to a felony, a crime of moral turpitude, a crime involving drugs or sexual misconduct, a violation of laws for the protection of minors, or civil fraud.

In the event that the Sponsorship Recipient is unable to fulfill the obligations outlined in the Sponsorship Agreement, the Sponsorship Agreement is void. In the event of a voided Sponsorship Agreement between Edo Performance and the Sponsorship Recipient, the Sponsorship Recipient must return all products listed under "EDO PERFORMANCE Commitment" in like-new condition. If products are no longer in like-new condition, sponsorship recipient must pay the full retail price of all parts received.

**Sponsorship proposals containing fraudulent and misleading information will be prosecuted to the fullest extent of the law.**

### **The Sponsorship Proposal**

A sponsorship proposal should include several key criteria for serious consideration:

- Contact information (you would be surprised at how many people leave this out)
- A brief introduction of yourself and/or your company or team
- Vehicle history and specification (make, model and year)
- Vehicle engine combination, including hybrid set-ups
- Aftermarket products currently on your vehicle
- Current sponsors
- Photos of the vehicle (engine, front, profile and overall, including any applicable detail images)
- Events attended/won and also future attendance schedule
- Confirmed upcoming media coverage, including media contact information
- The ROI for Edo Performance (very important!)
- The product that you want EDO Performance to sponsor

The above mentioned criteria should be presented in a professional, easy-to-follow format. We receive a large amount of proposals, so a professional presentation will ensure that your proposal is adequately reviewed. **Failure to include any of the above mentioned elements in your proposal will eliminate your proposal from consideration.**

*True Performance Revealed...*



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### **Defi Sponsorship Guidelines and Conditions:**

- The candidate must first have their car submitted and accepted as part of Club EDO.
- The candidate must submit and share tech reviews and articles on performance products
- The approved candidate must agree to fulfill the conditions set by the Sponsorship Agreement for a minimum duration of one year.
- Full retail price will be charged to the approved candidate's credit card initially.
- Rebate (discount off retail price) will be given after the approved candidate meets all the terms in the Sponsorship Agreement.

### **Sponsorship Categories:**

#### Level I:

- The Sponsee will receive 30% off MSRP on select Edo Performance Product(s).
- The Sponsored Vehicle must carry a 2.5" x 15.25" Edo Performance Products Logo on each side of the body/window at all times.
- The Sponsored Vehicle must participate in at least 2 major import events during the sponsored year and provide evidence of attendance.

#### Level II:

- The Sponsee will receive 35% off MSRP on select Edo Performance Product(s).
- The Sponsored Vehicle must carry a 2.5" x 15.25" Edo Performance Logo on each side of the body/window at all times and either one EDO Performance Windshield Banner (4" x 42.5") or two website stickers (2.75" x 30").
- The Sponsored Vehicle must participate in at least 3 major import events during the sponsored year and provide evidence of attendance.

#### Level III:

- Full sponsorship, conditions are set on a case-by-case basis.

**Note:** For both Level I and Level II sponsorships, if the Sponsored Vehicle is displayed in a major industry periodical or other publication, and Edo Performance stickers are clearly seen in the photograph(s), the Sponsee will qualify for an additional rebate of 5%.



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## **Defi Sponsorship Proposal Submission Guidelines**

Sponsorship proposals from race/show team enthusiasts, and performance shops should be submitted in writing or on CD and should be mailed to the following address:

### **EDO PERFORMANCE**

**Attn: Sponsorship**

**6448 Hwy 290 E.**

**Ste. B-107**

**Austin, TX 78723**

Manufacturers are free to inquire about sponsorship via telephone by asking the receptionist for the sponsorship department. Proposals submitted via email without prior approval will not be considered or responded to. Telephone inquiries from those other than manufacturers will not be returned. These policies exist because of the large volume of inquiries we receive, and will ensure that all serious sponsorship inquiries will be properly and fairly considered.

We hope that this information is beneficial to your quest for sponsorship and we wish you the best of luck—thanks for your interest in becoming a part of Team Edo Performance.



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## **Defi Sponsorship Application**

Please read the following instructions carefully before you fill out the application:

- All required information on this application must be filled out completely.
- Include with your application photos of the proposed vehicle. Submitted photos must include the following:
  1. Interior
  2. Front
  3. Side
  4. Rear
  5. Engine Bay
- Include a brief written proposal that tells us more about yourself, such as but not limited to:
  - (a) A brief description of yourself, your abilities
  - (b) Your past accomplishments (attach a copy of your professional resume, if there is any)
  - (c) What you want sponsored
  - (d) Your vehicle's history and specifications
  - (e) What industry events or publicity activities have you attended and also what future activities do you plan to attend
  - (f) What media coverage or public relations you may provide Edo Performance's products.

Be as specific as possible.

- Please do not send any photos or documents that need to be returned.
- Given the high volume of Sponsorship Applications we receive, Edo cannot respond to all submission requests. You will be contacted within 45 days of submission if we are interested in sponsoring your vehicle.



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**Sponsee Information:**

Please check the sponsorship level you are applying for:

Level 1       Level 2       Level 3

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Gender: \_\_\_\_\_

Email Address: \_\_\_\_\_ Daytime Phone#: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

**Credit Card Information:**

Type of Card:     Visa     MasterCard     American Express     Discover

Billing Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Vehicle Information:**

License Plate No.: \_\_\_\_\_ Color: \_\_\_\_\_

Specs/Modifications Made:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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I, \_\_\_\_\_(print), agree to the terms and conditions in the attached Edo Performance Sponsorship Agreement for the duration of one year, to be commenced on the date of the approval of my sponsorship application.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\* Edo Performance reserves all rights to amend, extend, modify, and retract any sponsorship if the above terms and conditions are not met. Breach of sponsorship agreement on the part of the Sponsored Party is subject to the sole interpretation of Edo Performance.

\*\*Edo Performance maintains the rights to use and publish the names and photos of any sponsored party and vehicle.

For Official Use Only:

Approved       Not Approved

Edo Performance Manager's Signature: \_\_\_\_\_ Date: \_\_\_\_\_