



THE ULTIMATE POWER SOURCE™

## SEMA Motorsports Sponsorship Application

OPTIMA Batteries receives multiple sponsorship applications daily. Sponsorship is directly correlated with the level of media exposure that your vehicle can offer OPTIMA Batteries during the sponsorship year. This exposure includes magazine and news placement, media events, races, etc. To fully process your application, please fill in ALL related fields on this application. In addition to photos of your vehicle, also provide a full proposal on what you and/or your organization will provide in exchange for product sponsorship. For consideration, we must have hard copies of your proposal and sponsorship form. If not approved, you are eligible to re-apply for sponsorship in one year.

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*Please Note: In the event of approval, if batteries are returned, shipping costs will be forwarded on to you. Deliveries cannot be made to PO Boxes.*

Shipping Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Can this address accept pallette deliveries? \_\_\_\_\_

Is your vehicle:  Show  Exhibition  Race

Vehicle Make: \_\_\_\_\_ Model: \_\_\_\_\_ Year: \_\_\_\_\_

(Please include high-resolution images or renderings of your vehicle along with the submission of your application. Applications without images will not be considered.)

Will the battery be placed in the stock location? \_\_\_\_\_

If vehicle is for show, will the battery be visible? \_\_\_\_\_

SEMA participants, will the battery be clearly visible in the display vehicle \_\_\_\_\_, if not, an OPTIMA decal must be clearly visible on the car or on corresponding signboard.

SEMA participants, what booth number will the vehicle be displayed in \_\_\_\_\_

Have you been sponsored by OPTIMA Batteries in the past? Years: \_\_\_\_\_

**Why do you want to use OPTIMA Batteries in your motorsport application?**

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**List of CURRENT sponsors - (please include phone numbers):**

Company & Contact Name: \_\_\_\_\_  Full  Partial

Company & Contact Name: \_\_\_\_\_  Full  Partial

Company & Contact Name: \_\_\_\_\_  Full  Partial

Company & Contact Name: \_\_\_\_\_  Full  Partial

*(Please attach additional documents)*

**Do you have committed media coverage for this vehicle?**

Name (Magazine, TV Show, etc.): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number/E-Mail Address: \_\_\_\_\_

Expected Coverage Date: \_\_\_\_\_

Additional Information: \_\_\_\_\_

Name (Magazine, TV Show, etc.): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number/E-Mail Address: \_\_\_\_\_

Expected Coverage Date: \_\_\_\_\_

Additional Information: \_\_\_\_\_

*(Please attach additional documents)*

**What events will your vehicle attend?**

If attending SEMA list booth number

Event Name: \_\_\_\_\_

Location: \_\_\_\_\_

Number of people in attendance: \_\_\_\_\_

Event Name: \_\_\_\_\_

Location: \_\_\_\_\_

Number of people in attendance: \_\_\_\_\_

*(Please attach additional documents)*

If you are unsure of what battery you need for your vehicle model, please check our website at [www.optimabatteries.com](http://www.optimabatteries.com) or call 1-888-8OPTIMA. We are not responsible for incorrect orders.

<u>Product Requested</u>	<u>Quantity</u>
<b>REDTOP BATTERIES</b>	
78 – Side Post Only	<u>  X  </u> (Preferred for all SEMA vehicles)
34/78 Dual Terminal	<u>      </u>
75/25 Dual Terminal	<u>      </u>
34 Top Post Only	<u>      </u>
34 Reverse Terminal	<u>      </u>
35 – Top Post Only	<u>      </u>
25 – Top Post Only	<u>      </u>

<u>Product Requested</u>	<u>Quantity</u>
<b>YELLOWTOP BATTERIES</b>	
34/78 Dual Terminal	<u>      </u>
34 Top Post Only	<u>      </u>
31 STUD	<u>      </u>
31 SAE	<u>      </u>
51	<u>      </u>
51 Reverse Terminal	<u>      </u>
75/25 Dual Terminal	<u>      </u>
35 Reverse Terminal	<u>      </u>

In exchange for product sponsorship, OPTIMA Batteries requires the following be provided once the product has been received and installed. If these commitments are not met, we will not provide further sponsorship.

- A **written testimonial** describing why you have chosen the OPTIMA Battery for your application within two (2) months of receipt. (Please fill out attached release form) along with at least two (2) photos of the batteries installed in your vehicle.
- A minimum of **4 photos** to be provided to OPTIMA Batteries for use in advertising, public relations efforts or promotional use within two (2) months of receipt. Photo should include OPTIMA Batteries logo, product, etc. (Please fill out the attached release form)
- **At least one (1) decal** to be placed on the vehicle in a prominent location.
- Display of product literature when appropriate at events.

I and/or my company agree to adhere to the above in exchange for product sponsorship.

\_\_\_\_\_

Signature

\_\_\_\_\_

Date





### Authorization and Release

In consideration for OPTIMA Batteries, its subsidiaries, distributors, or affiliates (only in conjunction with OPTIMA Batteries provided products) hereafter referred to as "OPTIMA", providing batteries to the undersigned, the undersigned hereby agrees as follows:

Authorization: Sponsoree authorizes OPTIMA to use, at no cost, the items set forth below, at any time and in any manner desired by OPTIMA including, but not limited to, any advertising or marketing activities of OPTIMA as follows: (a) written testimonials or excerpts thereof, which are provided by Sponsoree or its employees, representatives and agents; (b) any photographs, slides, pictures, prints (or copies thereof) which are provided by Sponsoree. In addition, Sponsoree agrees and acknowledges that OPTIMA may use Sponsoree's name as it appears in any of the items described in the preceding sentence. Sponsoree agrees that OPTIMA may edit, alter, and/or enhance, electronically or otherwise, any photographs or other materials provided to OPTIMA. Sponsoree further agrees that OPTIMA may use Sponsoree's name in connection with any advertising or marketing efforts of OPTIMA in any manner not covered by the preceding sentence, provided that OPTIMA has obtained Sponsoree's consent. Sponsoree represents and warrants that any items which it makes available to OPTIMA pursuant to this paragraph shall not infringe or violate any person's or party's rights, including, without limitation, any copyright, trademark, publicity or privacy rights.

Release. Sponsoree hereby releases, discharges, and holds OPTIMA harmless from any and all claims, counterclaims, actions, causes of action, liabilities, demands, rights, damages, costs, expenses, and controversies of every kind and description whatsoever, whether known or unknown, and whether in law or in equity, arising as a result of OPTIMA's use of testimonials, photographs or the like, or use of Sponsoree's name in accordance with the provisions in the preceding paragraph.

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

Company: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### RETURN FORMS TO:

**FM3 Performance Marketing, Inc.**  
**ATTN: Sponsorship Department**  
**1369 Port Washington Road, Suite 346**  
**Grafton, WI 53024**  
**Fax: 262-618-4071**  
**Email: [optima@fm3marketing.com](mailto:optima@fm3marketing.com)**

