



2020 Motorsports – Product Sponsorship Application

Thank you for your interest in Kooks Headers & Exhaust. We receive multiple sponsorship applications daily. Sponsorship is directly correlated with the level of media exposure that your project can offer Kooks Headers & Exhaust during the sponsorship year. This exposure includes social media, 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 project, 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 in one year.

Date: _____

Company Name: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

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

Shipping Address: _____

City: _____ State: _____ Zip Code: _____

Can this address accept palette 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 Kooks product be placed in the stock location? _____

If the vehicle is for show, will the product be visible? _____

Have you been sponsored by Kooks Headers & Exhaust in the past? Years: _____

Why do you want to use Kooks Headers & Exhaust in your motorsport application?

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 current and committed media coverage for this vehicle?

Name (Magazine, TV Show, Podcast etc.): _____

Contact Name: _____

Contact Phone Number/E-Mail Address: _____

Expected Coverage Date: _____

Additional Information:

Name (Magazine, TV Show, Podcast 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)

Estimated annual impressions _____

(calculate the number of people that will view your sponsored project on Social Media, ie. follower count, engagment etc, in person or on TV, or read about it in print.)

If this page is not complete, you will not be considered for sponsorship.

If you are unsure of which Kooks Headers & Exhaust product that you need for your vehicle, please check our website at www.kooksheaders.com or call 704-768-2288. We are not responsible for incorrect orders.

Product Requested

Quantity

In exchange for product sponsorship, ***Kooks Headers & Exhaust*** 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:

x At least three (3) social media posts (Instagram, Youtube, Facebook) describing why you have chosen Kooks Headers & Exhaust, and the progress of your build/ post-installation results within three (3) months of receipt. (Please fill out the attached release form)

x A minimum of **4 photos** to be provided to Kooks for use in social media, advertising, public relations efforts or promotional use within three (3) months of receipt. Photo should include Kooks Headers & Exhaust logo, product, etc. (Please fill out the attached release form)

x **At least one (1) decal** to be placed on the vehicle in a prominent location.

x Display of product literature when appropriate at events. x T-Shirts and Hats will be provided, and must be worn at the listed events. *exceptions may apply

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

Signature

Date

Kooks Headers & Exhaust / 141 Advantage Place / Statesville, NC 28677 / Phone 704-768-2288 / Website www.kooksheaders.com

Authorization and Release

In consideration for Kooks Headers & Exhaust, its subsidiaries, distributors, or affiliates (only in conjunction with Kooks Headers & Exhaust provided products) hereafter referred to as “Kooks”, providing products to the undersigned, the undersigned hereby agrees as follows:

Authorization: Sponsoree authorizes Kooks to use, at no cost, the items set forth below, at any time and in any manner desired by Kooks including, but not limited to, any advertising or marketing activities of Kooks 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 Kooks may use Sponsoree’s name as it appears in any of the items described in the preceding sentence. Sponsoree agrees that Kooks may edit, alter, and/or enhance, electronically or otherwise, any photographs or other materials provided to Kooks. Sponsoree

further agrees that Kooks may use Sponsoree's name in connection with any advertising or marketing efforts of Kooks in any manner not covered by the preceding sentence, provided that Kooks has obtained the Sponsoree's consent. Sponsoree represents and warrants that any items which it makes available to Kooks 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 Kooks 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 Kooks 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 and PHOTOS TO:

EMAIL: jessica@kooksheaders.com

Kooks Headers & Exhaust
ATTN: Marketing Department
141 Advantage Place
Statesville, NC 28677

Kooks Headers & Exhaust / 141 Advantage Place / Statesville, NC 28677 / Phone 704-768-2288 / Website www.kooksheaders.com