

## Sponsorship Tenure

Publication Materials Form

Race Season: 2014



### Applicant Details

Name:
Address:
Phone Number:
E-mail:

### Driver & Vehicle Details

Vehicle #:
Make/Model:
Class/Division:
Team:

### Race/Show Schedule (provide at least 3 months ahead of first scheduled event)

\*If approved, the applicant will be contacted within two weeks of each event listed for follow-up\*

Event	Location	Date

### Supplied Product/Services/Promotional Material

(If additional material is required please indicate)

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### Additional Sponsors

(Please include all formal and informal agreements)

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**SPONSORSHIP TENURE REQUIREMENTS**

For the duration of the sponsorship the applicant of this form agrees to provide Alamo Industries Ltd. with images of the vehicle with applicable signage (decals/promotional items) or installed products within **one month** of the products being received. **Failure to provide such images will void the sponsorship tenure agreement and result in full retail price being charged for all items.**

**SUBMITTING PUBLICATION MATERIALS**

All publication materials are to be directed to Kassandra Johnston, through the following channels:

- Dropbox: An account will be created for all sponsorship accounts
- E-mail: kassjohnston@alamoturbochargers.com
- By mail: Bay #30, 5225 - 6th Street NE, Calgary AB T2K5Y4

**PRODUCT EXCHANGED**

All product exchanged during the sponsorship tenure remains the property of Alamo Industries Ltd., and is to be returned at the conclusion of the race season. Under no circumstances is product to be sold, traded or given away.

**SPONSORSHIP IMAGE BANK**

As part of the sponsorship tenure between the applicant of this form and Alamo Industries Ltd., names, portraits, photographs or videos may be requested for marketing and communication purposes. By signing and completing this form the applicant consents to the use of their name, portraits, photographs or videos as part of the **‘Sponsorship Image Bank’** herein known as the **‘Bank’** of Alamo Industries Ltd. The Bank is a collection of supplied publication materials that are intended to showcase the sponsorship activities of Alamo Industries Ltd.

The images in this Bank may be used on the company website (www.alamoturbochargers.com), as well as in promotional materials such as publications, displays, pamphlets and presentations.

Uses include:

- engaging current clients (outreach)
- attracting prospective clients (marketing)
- enhancing stakeholder relations (internal communications)

By signing and completing this form the applicant understands that if any image in this collection bearing their likeness is selected for a use other than those outlined above, that they will be consulted for permission beforehand. The applicant understands that the publication materials exchanged during the sponsorship tenure will be the property of Alamo Industries Ltd. for a maximum of 12 months. The applicant understands that if the sponsorship agreement is terminated outside of this period that they may request that any image bearing their likeness be removed from the Bank, and no longer considered for any use whatsoever.

In addition, should the applicant wish to have their name or likeness removed from the Bank at any time, they are to contact **Information Services** at: 403-274-6211. By completing and submitting this form the applicant agrees that they understand the conditions outlined. The applicant agrees that they, assigns, next of kin or personal representatives, have no claim against Alamo Industries Ltd. or against anyone accessing or using images from the Bank.

<b>Signature of Applicant:</b>	Date:
<b>Signature of Reviewer:</b>	Date: