



2011 Event – Product Donation/Sponsorship Application

OPTIMA Batteries receives multiple sponsorship applications daily. Sponsorship is directly correlated with the level of media exposure that your event 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 event, 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.

To become an OPTIMA Power Pack Nation member go to www.optimabatteries.com/powerpacknation, complete the application and upload at least one photo of your project/team. You will receive your membership VIN immediately.

OPTIMA Power Pack Nation Member VIN: _____ (required)

Date: _____

Company/Organization Name: _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Please fill out all of the following information. It is required for sponsorship consideration.

How many people will be in attendance? _____

When is the event? _____

What type of donation are you requesting? _____

How will the donations be used? (i.e. fundraising, prizes, goodie bags)

Do you have firm committed media coverage for this event? (Please attach appropriate documentation)

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

Contact Information: _____

Expected Coverage Date: _____

Additional Information: _____

Why do you want to use OPTIMA Batteries for your event? _____

Has your event been sponsored by OPTIMA Batteries in the past? _____

If so, when? _____

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 event?

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)

Estimated annual impressions _____ (required)

(calculate the number of people that will view your sponsored project in person or on TV, or read about it in print or electronic media).

If all pages are not complete, you will not be considered for sponsorship.

If approved for event sponsorship, OPTIMA Batteries will issue battery gift certificates that expire six months from the issue date.

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 fulfilled we will not provide further sponsorship.

- 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)
- Placement of at least **2 OPTIMA banners** on event grounds.
- OPTIMA Batteries mentioned on **P.A. announcements** throughout the event (if available).
- 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 and PHOTOS TO:

Email: sponsorship@optimabatteries.com

**FM3 Performance Marketing, Inc.
ATTN: Sponsorship Department
1369 Port Washington Road, Suite 346
Grafton, WI 53024**

**PH: 855-346-1369
Fax: 262-618-4071**

