



## 2012 Marine - Product Sponsorship Application

OPTIMA Batteries receives multiple sponsorship applications daily. Sponsorship is directly correlated with the level of media exposure that you can offer OPTIMA Batteries during the sponsorship year. This exposure includes magazine and news placement, media events, tournaments, etc. To fully process your application, please fill in ALL related fields on this application. In addition to **photos of your boat**, **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](http://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: \_\_\_\_\_

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

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 you accept palette deliveries at this address? \_\_\_\_\_

*Please fill out all of the following areas. They are required for sponsorship consideration.*

**Boat Description:**

Make \_\_\_\_\_ Model \_\_\_\_\_ Year \_\_\_\_\_

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

Engine Manufacturer \_\_\_\_\_ Horsepower \_\_\_\_\_

Trolling Motor Manufacturer \_\_\_\_\_

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

If yes, when? \_\_\_\_\_

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

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Please list specific events, seminars, tournaments, trade shows, planned media coverage, etc., which will provide value to OPTIMA Batteries. If you are a guide, please include clients per year. (Please attach appropriate documentation)

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For sponsorship consideration, you must compete in at least 1 of the following circuits - please check any of the following that you will be fishing in:

- AIM Walleye Tour
- BASS National Circuit
- FLW Bass Circuit
- FLW Walleye Tour
- SKA
- MWC
- Other

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)

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

<u>Product Requested</u>	<u>Quantity</u>
<b>BLUETOP MARINE BATTERIES</b>	
27 Dual Purpose	_____
34 Starting	_____
34 Deep Cycle	_____
31 Deep Cycle	_____

In exchange for product sponsorship, OPTIMA Batteries expects the following be provided once the product has been received and installed. If this commitment is not fulfilled, we will not consider you for sponsorship next year.

- 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)
- 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 logo, product, etc. (Please fill out the attached release form)
- **At least one (1) decal** to be placed on the boat in a prominent location.
- OPTIMA Batteries **logo on jersey**.
- **Year-end report** submitted no later than November 1st.
- Display of product literature when appropriate at events.

Please sign below that you agree to the above conditions of sponsorship.  
I and/or my company agree to adhere to the above:

\_\_\_\_\_  
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](mailto:sponsorship@optimabatteries.com)**

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

