

Sponsorship Opportunities With AEM

TOPICS:

- What is Sponsorship/How do I get Sponsored?
- Types of Sponsorship Available Through AEM
- Terms of the Sponsorship Agreement
- Sponsorship Proposals
- Submission of Sponsorship Proposals

What is sponsorship?

The most common question that we receive when it comes to sponsorship is “How do I get sponsored by your company?” If you ask this question, then what you should really be asking is “What is sponsorship?” Put briefly, sponsorship is an agreement between two parties whereas one company provides financial or in-kind (product) support to another individual or company in exchange for their marketing and promotional efforts. **The key to this relationship, from the perspective of the sponsoring company, is the Return On Investment (ROI) a company will receive for its sponsorship support.** In our industry, this is typically realized in the form of event attendance and media exposure (print, television and online).

A potential sponsorship recipient should be familiar with our products, product features and benefits, company philosophy and history. As a sponsorship recipient, you become a representative of AEM. Not only should you conduct yourself accordingly, but you should also be able to promote our company’s products in a knowledgeable manner and project our identity.

The following information outlines the types of sponsorship opportunities available through AEM, sponsorship terms, and the content and submission requirements for a sponsorship proposal:

Financial Sponsorship opportunities

AEM’s does not have financial sponsorship opportunities available at this time.

In-Kind (Product) Sponsorship Opportunities

AEM offers two types of in-kind sponsorships; full in-kind and partial in-kind. Full in-kind sponsorship includes performance products sponsorship at no cost to the recipient. Partial in-kind sponsorship is a performance products sponsorship at a substantially reduced price to the recipient. **Full sponsorship consideration is only given to proposals with strong and timely ROI.**

Terms

The duration of the sponsorship agreement lasts one calendar year from the date in which AEM's sponsorship agreement form is received. At the end of the year both parties are free to renegotiate terms for another year. The terms of the agreement are dictated on an individual basis. Some examples of the terms of sponsorship include logo size and placement, event schedules, special appearances, magazine or other media coverage.

AEM requires proof that all products are installed on the Sponsorship Recipient's vehicle, either through first-person observation by an AEM official or through photographs, within 30 days of receipt of delivery. Failure to supply proof of commitment through first-person observation by an AEM official or through photographs voids the Sponsorship Agreement.

A Sponsorship Recipient will indemnify, defend and hold harmless AEM, its parent, subsidiary, and affiliated corporations and their respective directors, officers, employees, agents, successors, and assigns, from and against any and all claims, damages, liabilities, losses, government proceedings, and all costs of expenses, including reasonable attorney fees and costs of suit arising out of any personal injuries or claims in connection with any racing or driving activities of Sponsorship Recipient.

AEM may terminate the Sponsorship Agreement if the Sponsorship Recipient engages in conduct or commits an act which would, whether or not in public knowledge, endanger the good name or reputation of AEM, or cast AEM in an unfavorable light, or in any way bring AEM into disrepute, anywhere in the world, including, without limitation, conduct or acts which, in the United States would be a felony, a crime of moral turpitude, a crime involving drugs or sexual misconduct, a violation of laws for the protection of minors, or civil fraud.

In the event that the Sponsorship Recipient is unable to fulfill the obligations outlined in the Sponsorship Agreement, the Sponsorship Agreement is void. In the event of a voided Sponsorship Agreement between AEM and the Sponsorship Recipient, the Sponsorship Recipient must return all products listed under "AEM Commitment" in like-new condition. If products are no longer in like-new condition, sponsorship recipient must pay the full retail price of all parts received.

Sponsorship proposals containing fraudulent and misleading information will be prosecuted to the fullest extent of the law.

The Sponsorship Proposal

A sponsorship proposal should include several key criteria for serious consideration:

- Your contact information (you would be surprised at how many people leave this out)
- A brief introduction of yourself and/or your company or team
- Vehicle make, model and year
- Vehicle engine combination, including hybrid set-ups
- Aftermarket products currently on your vehicle
- Current sponsors
- Photos of the vehicle (engine, front, profile and overall, including any applicable detail images)
- Event attendance schedule
- Confirmed upcoming media coverage, including media contact information
- The ROI for AEM (very important!)

The above-mentioned criteria should be presented in a professional, easy-to-follow format. We receive a large amount of proposals, so a professional presentation will ensure that your proposal is adequately reviewed. **Failure to include any of the above mentioned elements in your proposal will eliminate your proposal from consideration.**

Sponsorship Proposal Submission Guidelines

Sponsorship proposals from **grassroots enthusiasts**, and **private race and show teams** should be submitted in writing or on CD and should be mailed to our address:

AEM
Attn: Sponsorship
2205 126th Street, Unit A
Hawthorne, CA 90250

Manufacturers and Performance Shops with RACING TEAMS are free to inquire about sponsorship via email by submitting a proposal to Sponsorships@aempower.com. Excluding Manufacturers and Performance Shops, proposals submitted via email without prior approval will not be considered or responded to. Telephone inquiries from those other than manufacturers will not be returned. **These policies exist because of the large volume of inquiries we receive, and will ensure that all serious sponsorship inquiries will be properly and fairly considered.**

We hope that this information is beneficial to your quest for sponsorship and we wish you the best of luck—thanks for your interest in becoming a part of Team AEM!