



**VEHICLE SPONSORSHIP REQUIREMENTS & AGREEMENT**

VIAIR Corporation is seeking diverse vehicles to showcase its products. We would like to thank you for your interest in becoming an event representative of VIAIR Corporation. VIAIR Corporation requires a thorough vehicle proposal completed to inform VIAIR of the prospective sponsored vehicle and its modifications, planned event attendance and accomplishments for VIAIR Corporation in exchange for sponsorship.

**Your sponsorship proposal must include the following:** (initial when completed)

- Name & complete contact information. \_\_\_\_\_
- Complete vehicle information, including all parts & equipment used in the vehicle build. \_\_\_\_\_
- A professional rendering or high resolution digital images, including multiple angles. \_\_\_\_\_
- Any planned media exposure for the vehicle. \_\_\_\_\_
- All planned events the vehicle will be attending as an event representative. \_\_\_\_\_
- (If applicable) Letters from media outlining media exposure. (Magazine, television, advertising, etc.) \_\_\_\_\_

**IMPORTANT:** Your proposal is your opportunity to “sell” VIAIR on providing product for your custom vehicle build. Don’t forget anything; make your proposal professional looking and impress us!

**Sponsorship Requirements:**

- 1. VIAIR logo placement:** VIAIR decals and wheel stand must be placed on the vehicle in prominent, locations for every event. If your sanctioning organization prohibits the use of decals or wheel stands, please notify us. The use of a proper signboard may also be acceptable.
- 2. Attend events:** Attend and enter the sponsored vehicle in shows & events.
- 3. Submit photography:** whenever possible, submit photos from events attended to let us know how you did. Please submit photographs with usage rights with your summary emailed directly to VIAIR Marketing at [sponsorship@viaircorp.com](mailto:sponsorship@viaircorp.com).
- 4. Social Content:** Once a quarter (every 3 months) from beginning of sponsorship, sponsor will submit social content as a video testimonial, blog post or photo with wheel stand from events attended for social postings with usage rights and summary emailed directly to VIAIR Marketing at [sponsorship@viaircorp.com](mailto:sponsorship@viaircorp.com).
- 4. Non-competition:** Refrain from using or displaying names or displaying products of any competing company. For a list of competing companies, please email VIAIR at [sponsorship@viaircorp.com](mailto:sponsorship@viaircorp.com).
- 5. Sponsored Product:** Is to remain installed on your vehicle for no less than **one year** from the date product is provided. You may not re-sell the sponsored product. If you require assistance, or tech support – please call VIAIR at 949-585-0011.
- 6. Assist others:** Display a high level of VIAIR product knowledge, and be willing to share your knowledge with others. Direct product inquiries to [www.viaircorp.com](http://www.viaircorp.com) and/or the nearest VIAIR authorized distributor.
- 7. Provide exposure:** Submit photos, magazine feature stories, copies of ads or brochures or any other promotional literature where the vehicle has been featured, and any other proof that this sponsorship agreement has been fulfilled.
- 8. Representation:** At events, your vehicle is a representative of VIAIR Corporation. Make the best impression possible.
- 9. Pride:** VIAIR is proud of the vehicles it sponsors, and will use the information provided to improve packaging, further market VIAIR products and showcase the elite among sponsored vehicles on its website. You can improve your standing with VIAIR for this and future projects, by providing as much information as possible after sponsorship occurs.

**Failure to Promote VIAIR Products**

Failure to adequately promote VIAIR products may result in the previously sponsored party being billed for full payment for the product supplied. Always keep VIAIR Corporation informed if you are unable to comply with your proposed accomplishments or in case of delay so we can make other arrangements. Sponsorships are to be fully complied with within one year of receipt.

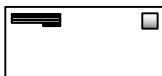
**By signing below, I authorize VIAIR to charge my credit card for sponsored product if I fail to adequately promote VIAIR products as outlined in my vehicle sponsorship proposal originally provided to VIAIR Corporation. And by signing the below, I hereby grant permission for VIAIR Corporation to use, display, or publish my vehicle photography and/or video footage in any commercial or editorial projects.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

*This completed form must accompany all formal proposals for sponsorship.*



**Mail to:** VIAIR Corporation / Marketing Dept.  
15 Edelman, Irvine, CA 92618  
*or sign, scan & email to:* [sponsorship@viaircorp.com](mailto:sponsorship@viaircorp.com)

**\*\*For Office Use Only**
