



2011 Sponsorship Programs



WAYS YOU CAN WIN

The 2011 **ENGINE MASTERS CHALLENGE** has more ways than ever in which your company can reap the benefits of this exciting event. Now internationally known as the premiere engine builder's ultimate competition, we have expanded the opportunities to become one of the unique companies that "Win With The **Engine Masters Challenge!**"

Available Marketing Options From Your SOURCE INTERLINK MEDIA Representative:

OFFICIAL PRODUCT SPONSORSHIP- \$10,000 each. All competitors are encouraged to use products sponsored in each category. Sponsors drive their participation within their selected category throughout the year with opportunities in both marketing and advertising.

LIVE STREAMING VIDEO WEB SITE SPONSOR- \$8,500

Simply nothing else like it! Your sponsorship provides "Live Streaming Video" of the world's top thirty engine-building teams facing off in a built-to-spec slugfest. Watch as teams uncrate their engines at the event and the hard work it takes to hook them up to dynos. Action and interviews with Engine Masters staff and industry icons will also be included.

BUILDERS BANQUET SPONSORSHIP- \$4,000

Continuing since 2006, this unique program provides for branding at the Thursday night Builder's Bash, inclusive of the opportunity for your representative to be one of the banquet's speakers.

DAILY EVENT SPONSORSHIP- \$3,000 per day. Daily sponsors are provided added brand recognition during event day competition through signage, PA announcements and by being the sponsor credited with providing lunch to the builders, staff, and sponsor attendees. Added bonus is website branding of that day's score updates and written commentary.

PRODUCT CONTINGENCY SPONSORSHIP- \$1,500 per division category contingency sponsorship or \$2,000 for both divisions. The ultimate way for your company to say these products perform through category contingency award program. Targeted marketing drives product sales to builders and followers alike.

BUILD PRODUCT USE SPONSORSHIP- \$850 each. Developed for consumable products used by competitors during their challenge build, this allows these products to gain all the advantages of Engine Masters Challenge with banner placement and affiliation, as well as the opportunity to have your representative on-site with the builders during the event.



Official Product Sponsorship

Sponsors - drive your participation within your selected category throughout the year with opportunities in both marketing and advertising.

- Logo appears and company is sourced on www.enginemasters.com as Official Product.
- PA announcements each event day.
- Logo appears as part of banquet slideshow presentation.
- Banner placement throughout event. (Sponsor to supply banners)
- Opportunity to have EMC cross-promote a product giveaway program.
- Opportunity to place promotional literature in goody bags.
- Right to use PROUD SPONSOR logo in corporate advertising.

NOTE: EMC Event Management reserves the right to name an Official Product as a required-use product subject to Management's discretion and considering the effect to the competitive nature of the Challenge.

SPONSORSHIP NET COST: \$10,000**

List Category: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: (____) _____ - _____

E-mail: _____ FAX: (____) _____ - _____
(email address required)

Web site: _____

Authorized Signature: _____ Date: _____

Source Interlink Rep: _____ Date: _____

This confirmation of your participation in the **2011 AMSOIL Engine Masters Challenge** is placed in accordance with the terms and provisions included in this agreement and official competition rules. By approving this agreement you are authorizing **Source Interlink Media** to bill for your participation and use of your company provided logo in all marketing and media concerned with the **2011 AMSOIL Engine Masters Challenge**.

This agreement is non-cancelable due to the editorial and production commitments associated with this program.

In the event **Source Interlink Enthusiast Media** or its representative finds it necessary to enforce collection of moneys stipulated herein or otherwise to enforce the terms of this agreement, participant agrees to pay reasonable attorney's fees pursuant to such action.

A working email address is required to participate since all program updates, rules, results, and sponsor information will be provided in **electronic format only**.



**The \$10,000.00 sponsorship fee will be billed immediately upon approval of this agreement.

RETURN COMPLETED AND SIGNED FORM VIA FAX OR EMAIL TO:
Jenny Schmitz
SOURCE INTERLINK MEDIA
jenny.schmitz@sorc.com
FX: 317-422-4411
PH: 317-422-4114



Product Contingency Sponsor

The ultimate way for your company to say these products perform through category contingency award program. Targeted marketing drives product sales to builders and followers alike.

- Product Showcase listing in *Engine Masters* magazine for all categories sponsored.
- Company logo will be included in all *EMC* promotions and marketing materials.
- Sourced on www.enginemasters.com as Contingency Sponsor.
- Banner placement throughout event. Sponsor will be required to supply banners.
- Logo appears as part of banquet slideshow presentation.
- Scholarships to working students by chance pick will be donated on behalf of all contingency sponsors

SPONSORSHIP NET COST

Check one box

Street Division- \$1,500_{net} Xtreme Division- \$1,500_{net} BOTH Divisions- \$2,000_{net}

List Category (categories) : _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: (_____) _____ - _____

E-mail: _____ FAX: (_____) _____ - _____
(email address required)

Web site: _____

Authorized Signature: _____ Date: _____

Source Interlink Rep: _____ Date: _____

Competitor Customer Service Contact: _____

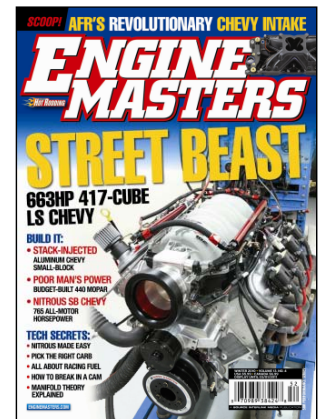
Phone: (_____) _____ - _____ E-mail: _____

Customer Service contact information will be distributed to competitors in the competition.

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The administrative fee will be billed immediately upon approval of this agreement. The maximum contingency payout is \$3,000.00 per category. Contingency payout commitments for each division are as follows; \$1,500.00 for first place, \$1,000.00 for second place, and \$500.00 for third place. Qualified contingency payouts will be billed immediately following the **2011 AMSOIL Engine Masters Challenge** final eliminations event in October 2011.

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Build Product Use Sponsor

Developed for consumable products used by competitors during their Challenge build. This allows your product to gain all the advantages of EMC with affiliation.

- Banner placement throughout event. Sponsor will be required to supply banners.
- Logo appears as part of banquet slideshow presentation.

SPONSORSHIP NET COST: \$850**

List Category : _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Phone: (_____) _____ - _____

E-mail: _____ FAX: (_____) _____ - _____
(email address required)

Web site: _____

Authorized Signature: _____ Date: _____

Source Interlink Rep: _____ Date: _____

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