



*Come along for the drive*

*Make your presence known*

*Feature your product*

*Show us your shop*

# **SPONSORSHIP PACKAGE**

**TECH MANUAL • NEWSSTAND SPECIAL • SIGNAGE • WEB SITE SOURCE**



## THE CAR

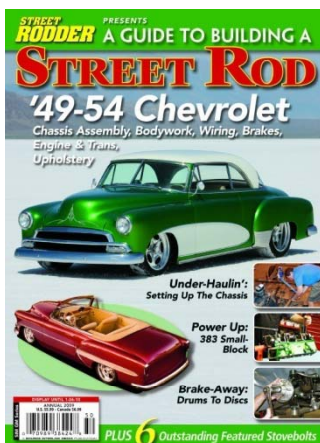
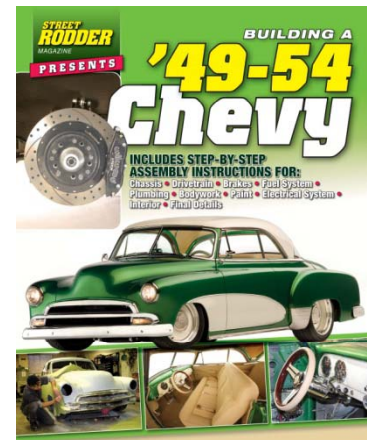
Since 1996, the **Street Rodder Road Tour** has provided many advertisers with a unique opportunity to market their products and services to consumers across the nation. In 2011, the **Street Rodder Road Tour** will continue to break new ground with a proactive marketing strategy that is designed to enhance the success of our sponsors.

**Street Rodder** is building a 1955 Chevy. The sole purpose for road testing and traveling 20,000 miles to events is to showcase the inherent quality of the parts developed within the street rod market.

As with all previous **Road Tours**, **Street Rodder** will kick-off the program by commissioning a state-of-the-art street rod by one of America's premier street rod builders – **Woody's Hot Rodz**. The **Street Rodder** editorial staff will oversee the entire construction process beginning in mid 2010. The 1955 Chevy will include the latest products produced by the street rod industry. Superior braking and handling will be built in and creature comforts will include climate controlled heat and air-conditioning. The beautiful 2011 **Street Rodder Road Tour** car will be a balanced mix of contemporary and traditional features.

## THE CONSTRUCTION

**Street Rodder** will document the construction as well as every part required to complete the street rod. Once the car has been pre-assembled, it will be taken apart for painting. A Tech Manual will be created to describe this entire process. The Tech Manual will be available for purchase on amazon.com.



## A NEWSSTAND SPECIAL

**Street Rodder** will produce a one of a kind newsstand special, **A Guide To Building A Street Rod**. This special magazine will concentrate heavily on the buildup of the 2011 **Street Rodder Road Tour** car with in depth coverage and "How To" articles. Our advertising partners will receive editorial coverage describing the preparation and installation of parts used to complete the new **Road Tour** street rod. Our product sponsors will also receive one full-page, four-color advertisement in the **A Guide To Building A Street Rod** publication as part of this incredible marketing package.

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## A WEB SITE

**Street Rodder** will populate the web site for the 2011 **Street Rodder Road Tour** with the complete construction of the new street rod. The site will serve as an on-line instruction manual that provides detailed instructions and installation for each product used on the car. Our sponsors will be sourced on the site to catch the attention of consumers surfing for cool products. In addition to this valuable service, **Street Rodder** will update the site regularly with current news and happenings from the 2011 **Street Rodder Road Tour**.

## SPONSORSHIPS AVAILABLE!

### Sponsorship Includes:

- Build-up and coverage in **Street Rodder**.
- Your company will be sourced in all tech articles pertaining to the **Street Rodder Road Tour**, **Street Rodder's Tech Manual: A Guide to Building a Street Rod**, and **Street Rodder's** newsstand special: **A Guide to Building a Street Rod**.
- A full-page, four-color ad in our newsstand special: **A Guide to Building a Street Rod**, which showcases the build-up of the **Road Tour Car**.
- Sponsor signage at all the events the **Road Tour** attends.
- Your company will be sourced on the **Street Rodder Road Tour** micro-site.
- Your logo will appear on the eight **Street Rodder Road Tour** promotion pages that will run in **Street Rodder** magazine.

## SPONSORSHIP MENU

SPONSORSHIP	RATE
Title Sponsor (sold)	\$82,500
Presenting Sponsor	\$50,000
Event Partner	\$18,000
Retail Store	\$15,000
Official Product Sponsor	\$10,000
Tour Leg Sponsor **	\$3,500

\*\* Tour Leg Sponsors do not receive the full-page, four-color ad in our newsstand special and will not be sourced as official product/company in Street Rodder Road Tour tech articles.

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## **TITLE THE TOUR - TITLE PARTNER\***

### **Sponsorship Includes:**

- Your product will be the Official Product of the **Street Rodder Road Tour**.
- Build-up and coverage in **Street Rodder**.
- Your company will be sourced in all tech articles pertaining to the **Street Rodder Road Tour**, **Street Rodder's** Tech Manual: **A Guide to Building a Street Rod**, and **Street Rodder's** newsstand special: **A Guide to Building a Street Rod**.
- Six (6) full-page, four-color print ads to run in **Street Rodder**.
- Three full page, four-color ads (cover placement) in our newsstand special: **A Guide to Building a Street Rod**.
- Company logo will appear as part of the **Street Rodder Road Tour** logo and will be included in all **Road Tour** promotions. Your logo will appear as the most prominent logo of all Sponsorships.
- Sponsor signage at all the events the **Road Tour** attends.
- Sponsor sourced on **Road Tour** micro-site as well as the **Street Rodder** web site.

## **PRESENT THE TOUR – PRESENTING SPONSOR\***

### **Sponsorship Includes:**

- Your product will be the Official Product of the **Street Rodder Road Tour**.
- Build-up and coverage in **Street Rodder**.
- Your product/company will be sourced in all tech articles pertaining to the **Street Rodder Road Tour**, **Street Rodder's** Tech Manual: **A Guide to Building a Street Rod**, and **Street Rodder's** newsstand special: **A Guide to Building a Street Rod**.
- Two full-page, four-color ads in our newsstand special: **A Guide to Building a Street Rod**.
- Six full-page, four-color ads in **Street Rodder**.
- Company logo will appear as the Presenting Sponsor in the **Street Rodder Road Tour** logo and will be included in all **Road Tour** promotions.
- Sponsor signage at all the events the **Road Tour** attends.
- Sponsor sourced on **Road Tour** micro-site as well as the **Street Rodder** web site.

## **PRODUCT SPONSORSHIP\***

### **PRODUCT PARTNER CATEGORIES\***

Product Partnerships are available for the following categories on a first-come, first-serve basis. Each Product Partner will receive exclusive rights throughout the program period. The following products are the most popular categories that have been sold as sponsorships for the past **Road Tours**. If you do not see a category that you are interested in, please contact your sales representative.

•Air Conditioning (sold)	•Collectibles	•Radiator & Fan (sold)	•Transmission (sold)
•Audio Electronics	•Complete Rearend (sold)	•Retail Store (sold)	•Transport (sold)
•Auto Accessories	•Engine	•Sheet Metal & Trim (sold)	•Upholsterer
•Auto Insurance	•Fuel System	•Shifter & Accessories (sold)	•Weatherstripping (sold)
•Body	•Gauges/Instruments (sold)	•Shocks (sold)	•Wiring/Electrical (sold)
•Brakes (sold)	•Headers	•Steering Components (sold)	•Wheels (sold)
•Car Care Products	•Insulation/Noise Control	•Suspension/Front (sold)	•Official Fuel
•Chassis & Frame (sold)	•Interior/Seats	•Suspension / Rear	•Official Hotel
•Charging System & Starter	•Lubricants & Filtration (sold)	•Tires	•Official Restaurant
•Chrome Plating	•Paint & Coatings(sold)	•Top	•Official Trade Association

\*First right of refusal for the 2010 program is February 15, 2010 contingent upon if the product is applicable to the style of the Road Tour vehicle.

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## COME ALONG FOR THE RIDE - TOUR SPONSORSHIPS

In 2011 we are organizing eight week-long vacation tours for our readers to join in and drive along with the **Road Tour** crew. These rodding vacations are intended for the entire family and combine automotive and scenic family oriented sights. Your logo will appear in the coverage of the tour leg you sponsored. The vacation tours from **2010** are as follows:

<b>THE CRUISE TO OCEAN CITY TOUR</b> <i>May 15-23</i>		Atlanta, GA to to Cruisin' Ocean City (Ocean City, MD)
<b>THE WOODY'S HOT RODZ TOUR</b> <i>May 28-June 6</i>		NSRA Mid-America Nationals (Springfield, MO) to NSRA East Coast Nationals (York, PA)
<b>THE VINTAGE AIR TOUR</b> <i>June 20-27</i>		Vintage Air Headquarters (San Antonio, TX) to NSRA Rocky Mountain Nationals (Pueblo, CO)
<b>THE FACTORY FIVE RACING TOUR</b> <i>July 10-18</i>		Boston, MA to the Syracuse Nationals (Syracuse, NY)
<b>THE INTERCITY LINES TOUR</b> <i>July 30-August 8</i>		Street Rodder magazine headquarters (Placentia, CA) to NSRA Street Rod Nationals (Louisville, KY)
<b>THE DYNAMAT TOUR</b> <i>August 8-15</i>		NSRA Street Rod Nationals (Louisville, KY) to Bonneville Speed Week (Wendover, UT)
<b>THE CANADIAN CLASSIC CARS.ca TOUR</b> <i>September 10-19</i>		NSRA Nationals North (Kalamazoo, MI) to NSRA Northeast Nationals (Burlington, VT)
<b>THE SHERM'S CUSTOM PLATING TOUR</b> <i>October 9-17</i>		Sacramento, CA to NHRA Hot Rod Reunion (Bakersfield, CA)

Your logo here!



SR Magazine Tour Coverage- April 2007 issue

## THE ROAD TOUR GOES TO YOU – EVENT PARTNER

Each Tour leg ends at a street rod event. Have the **Road Tour** come to you! Event partnerships are available on a first-come, first-serve basis.

Each Event Partner will receive:

- Three Full-page, four-color ads in **Street Rodder**
- Event coverage in **Street Rodder** and the **Street Rodder** web site
- Your company logo will be included in **Road Tour** promotional materials
- A designated **Road Tour** leg will begin or end at your event

The 2010 Event Partners include:



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## TOUR EVENT EXPOSURE

The **Street Rodder Road Tour** car travels all over the country, not on a trailer, but driving from event to event. We have averaged 20,000 miles per year for twelve years in twelve different street rods driving from one high profile event to another. The number of people we encounter driving from place to place is huge! The **Street Rodder Road Tour Car** stops traffic on its own whether it is a gas stop, to get a bite to eat or stopping for the night. With the dozen to over sixty hot rods we travel with, the tour amounts to a traveling car show (and traffic jam).

The **Street Rodder Road Tour** car is product validation at the highest level. In addition to showcasing the installation, we road test it in public for 20,000 miles! We invite our readers to join us for a street rod vacation as we criss-cross the country from April through October. Last year, the tour from the LA Roadsters' Father's Day event in Pomona to the NSRA Rocky Mountain Nationals comprised of fifty cars! You cannot get better, real world exposure or more positive visibility than the **Street Rodder Road Tour** car provides.

Below are the 2009 numbers from the venues we attended in 2010.

<b><i>Event</i></b>	<b><i>Participants and Spectators</i></b>
<b>Cruisin' Ocean City (Ocean City MD)</b>	<b>105,000</b>
<b>NSRA Mid-America Nationals (Springfield, MO)</b>	<b>17,800</b>
<b>NSRA East Coast Nationals (York, PA)</b>	<b>30,500</b>
<b>NSRA Rocky Mountain Nationals (Pueblo, CO)</b>	<b>18,700</b>
<b>Syracuse Nationals (Syracuse, NY)</b>	<b>82,000</b>
<b>NSRA Street Rod Nationals (Louisville, KY)</b>	<b>100,800</b>
<b>Bonneville Speed Week (Wendover, NV)</b>	<b>10,000</b>
<b>NSRA Nationals North (Kalamazoo, MI)</b>	<b>22,700</b>
<b>NSRA Northeast Nationals (Burlington, VT)</b>	<b>17,000</b>
<b>NHRA Hot Rod Reunion, Bakersfield, CA</b>	<b>32,000</b>
<b><i>Total</i></b>	<b>436,500</b>

# TITLE PARTNER

## INCLUDING OFFICIAL PRODUCT



**Sponsorship Includes:**

- Your product will be the Official Product of the *Street Rodder Road Tour*.
- Build-up and coverage in *Street Rodder*.
- Your company will be sourced in all tech articles pertaining to the *Street Rodder Road Tour*, *Street Rodder's* Tech Manual: *A Guide to Building a Street Rod*, and *Street Rodder's* newsstand special: *A Guide to Building a Street Rod*.
- Six (6) full-page, four-color print ads to run in *Street Rodder* (one full-page, four-color ad will be scheduled to run in six (6) issues of *Street Rodder*, every other month)
- Three (3) full-page, four-color ads (cover placement) in our newsstand special: *A Guide to Building a Street Rod* Company logo will appear as part of the *Street Rodder Road Tour* logo and will be included in all *Road Tour* promotional material. Your logo will appear as the most prominent logo of all Sponsorships.
- Sponsor signage at all the events the *Road Tour* attends.
- Sponsor sourced on *Road Tour* micro-site as well as the *Street Rodder* web site.

**SPONSORSHIP NET COST \$82,500\*\***

**SALE**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ FAX: \_\_\_\_\_

Web Site: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Source Interlink Rep: \_\_\_\_\_ Date: \_\_\_\_\_

This confirmation of your participation in the 2011 *Street Rodder Road Tour* is placed in accordance with the terms and provisions included in this agreement and in the preceding proposal. By approving this agreement you are authorizing Source Interlink Media to bill for your participation and use of your company logo in all marketing and editorial concerning the *Street Rodder Road Tour* program.

Participant agrees to ship all agreed product(s) to Source Interlink Media within 30 days of agreement approval. All product supplied as part of this agreement will be used to support the 2011 *Street Rodder Road Tour* program.

This agreement is non-cancelable due to the editorial and production commitments associated with this program. **Participant/Title Partner Sponsor must maintain a minimum of same advertising levels with *Street Rodder* magazine as prior year.**

In the event Source Interlink 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.

\*\*Payment will be billed as follows: an initial payment of \$20,625 will be billed December 2009 or immediately following agreement approval (if signed after December 2009) , a second payment of \$20,625 will be billed on January 1, 2010 a third payment of \$20,625 will be billed on April 1, 2010, and a final payment of \$20,625 will be billed on July 1, 2010. All payments will be billed at Net 15 terms.

\*First right of renewal the 2011 program is February 15, 2010 contingent upon if the product is applicable to the style of the Road Tour vehicle.

**RETURN COMPLETED FORM TO:**  
 Yasmin Fajatin  
 SOURCE INTERLINK MEDIA  
 FX: 714-939-2657  
 Yasmin.fajatin@sorc.com

# PRESENTING PARTNER

## INCLUDING OFFICIAL PRODUCT



### Sponsorship Includes:

- Your product will be the Official Product of the *Street Rodder Road Tour*.
- Build-up and coverage in *Street Rodder*.
- Your company will be sourced in all tech articles pertaining to the *Street Rodder Road Tour*, *Street Rodder's* Tech Manual: *A Guide to Building a Street Rod*, and *Street Rodder's* newsstand special: *A Guide to Building a Street Rod*.
- Two full-page, four-color ads in our newsstand special: *A Guide to Building a Street Rod*.
- Six full-page, four-color ads in *Street Rodder*.
- Company logo will appear as the Presenting Sponsor in the *Street Rodder Road Tour* logo and will be included in all *Road Tour* promotional material.
- Sponsor signage at all the events the *Road Tour* attends.
- Sponsor sourced on *Road Tour* micro-site as well as the *Street Rodder* web site.

**SPONSORSHIP NET COST: \$50,000\*\***

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Customer Contact Number (to be used in source boxes): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Web Site: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Source Interlink Rep : \_\_\_\_\_ Date: \_\_\_\_\_

This confirmation of your participation in the 2011 *Street Rodder Road Tour* is placed in accordance with the terms and provisions included in this agreement and in the preceding proposal. By approving this agreement you are authorizing Source Interlink Media to bill for your participation and use of your company logo in all marketing and editorial concerning the *Street Rodder Road Tour* program.

Participant agrees to ship all agreed product(s) to Source Interlink Media within 30 days of agreement approval. All product supplied as part of this agreement will be used to support the 2011 *Street Rodder Road Tour* program.

This agreement is non-cancelable due to the editorial and production commitments associated with this program. **Participant/Presenting Partner Sponsor must maintain a minimum of same advertising levels with *Street Rodder* magazine as prior year.**

In the event Source Interlink 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.

\*\*Payment will be billed as follows: an initial payment of \$12,500 will be billed immediately following agreement approval ; a second payment of \$12,500 will be billed on June 1, 2011; a third payment of \$12,500 will be billed on August 1, 2011; and a final payment of \$12,500 will be billed on October 1, 2011. All payments will be billed at Net 15 terms.

\*First right of renewal the 2012 program is February 15, 2011 contingent upon if the product is applicable to the style of the Road Tour vehicle.

### RETURN COMPLETED FORM TO:

Yasmin Fajatin  
SOURCE INTERLINK MEDIA  
FX: 714-939-2657  
Yasmin.Fajatin@sorc.com

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# EVENT PARTNER



## Sponsorship Includes:

- Three full-page, four-color ads in **Street Rodder**.
- Event coverage in **Street Rodder** and the **Street Rodder** web site.
- Sponsor logo will be included in Tour promotional materials.
- A designated **Road Tour** leg will begin or end at your event.

**SPONSORSHIP NET COST: \$18,000\*\***

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Customer Contact Number (to be used in source boxes): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Web Site: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Source Interlink Rep : \_\_\_\_\_ Date: \_\_\_\_\_

This confirmation of your participation in the 2011 *Street Rodder Road Tour* is placed in accordance with the terms and provisions included in this agreement and in the preceding proposal. By approving this agreement you are authorizing Source Interlink Media to bill for your participation and use of your company logo in all marketing and editorial concerning the *Street Rodder Road Tour* program.

Participant agrees to ship all agreed product(s) to Source Interlink Media within 30 days of agreement approval. All product supplied as part of this agreement will be used to support the 2011 *Street Rodder Road Tour* program.

This agreement is non-cancelable due to the editorial and production commitments associated with this program. **Participant/Event Partner Sponsor must maintain a minimum of same advertising levels with *Street Rodder* magazine as prior year.**

In the event Source Interlink 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.

\*\*Payment will be billed as follows: an initial payment of \$4,500 will be billed immediately following agreement approval ; a second payment of \$4,500 will be billed on June 1, 2011; a third payment of \$4,500 will be billed on August 1, 2011; and a final payment of \$4,500 will be billed on October 1, 2011. All payments will be billed at Net 15 terms.

\*First right of renewal for the 2012 program is February 15, 2011.

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Yasmin.Fajatin@sorc.com

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# RETAIL STORE



## Sponsorship Includes:

- Build-up and coverage in **Street Rodder**.
- Your company will be sourced in all tech articles pertaining to the **Street Rodder Road Tour**, **Street Rodder's** Tech Manual: **A Guide to Building a Street Rod**, and **Street Rodder's** newsstand special: **A Guide to Building a Street Rod**.
- A full-page, four-color ad in our newsstand special: **A Guide to Building a Street Rod**.
- Sponsor signage at all the events the **Road Tour** attends.
- Sponsor logo will be included in all **Road Tour** promotional material.
- Sponsor sourced on **Road Tour** micro-site as well as the **Street Rodder** web site.

**SPONSORSHIP NET COST: \$15,000\*\***

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Customer Contact Number (to be used in source boxes): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Web Site: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Source Interlink Rep : \_\_\_\_\_ Date: \_\_\_\_\_

This confirmation of your participation in the 2011 *Street Rodder Road Tour* is placed in accordance with the terms and provisions included in this agreement and in the preceding proposal. By approving this agreement you are authorizing Source Interlink Media to bill for your participation and use of your company logo in all marketing and editorial concerning the *Street Rodder Road Tour* program.

Participant agrees to ship all agreed product(s) to Source Interlink Media within 30 days of agreement approval. All product supplied as part of this agreement will be used to support the 2011 *Street Rodder Road Tour* program.

This agreement is non-cancelable due to the editorial and production commitments associated with this program. **Participant/Retail Store Sponsor must maintain a minimum of same advertising levels with *Street Rodder* magazine as prior year.**

In the event Source Interlink 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.

\*\*Payment will be billed as follows: an initial payment of \$3,750 will be billed December 2010 or immediately following agreement approval (if signed after December 2010 a second payment of \$3,750 will be billed on January 1, 2011 a third payment of \$3,750 will be billed on April 1, 2011, and a final payment of \$3,750 will be billed on July 1, 2011. All payments will be billed at Net 15 terms.

\*First right of renewal for the 2012 program is February 15, 2011 contingent upon if the product is applicable to the style of the Road Tour vehicle.

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# OFFICIAL PRODUCT



## Sponsorship Includes:

- Your product as the **OFFICIAL PRODUCT** of the **2010 Street Rodder Road Tour**
- Build-up and coverage in **Street Rodder**.
- Your company will be sourced in all tech articles pertaining to the **Street Rodder Road Tour**, **Street Rodder's** Tech Manual: **A Guide to Building a Street Rod**, and **Street Rodder** magazine's newsstand special: **A Guide to Building a Street Rod**.
- A full-page, four-color ad in our newsstand special: **A Guide to Building a Street Rod**.
- Sponsor signage at all the events the **Road Tour** attends.
- Sponsor logo will be included in all **Road Tour** promotional material.
- Sponsor sourced on **Road Tour** micro-site as well as the **Street Rodder** web site.

**SPONSORSHIP NET COST: \$10,000\*\***

PRODUCT CATEGORY: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Customer Contact Number (to be used in source boxes): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Web Site: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Source Interlink Rep : \_\_\_\_\_ Date: \_\_\_\_\_

This confirmation of your participation in the 2011 *Street Rodder Road Tour* is placed in accordance with the terms and provisions included in this agreement and in the preceding proposal. By approving this agreement you are authorizing Source Interlink Media to bill for your participation and use of your company logo in all marketing and editorial concerning the *Street Rodder Road Tour* program.

Participant agrees to ship all agreed product(s) to Source Interlink Media within 30 days of agreement approval. All product supplied as part of this agreement will be used to support the 2011 *Street Rodder Road Tour* program.

This agreement is non-cancelable due to the editorial and production commitments associated with this program. **Participant/Official Product Sponsor must maintain a minimum of same advertising levels with *Street Rodder* magazine as prior year.**

In the event Source Interlink 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.

\*\*Payment will be billed as follows: an initial payment of \$2,500 will be billed immediately following agreement approval; a second payment of \$2,500 will be billed on June 1, 2011; a third payment of \$2,500 will be billed on August 1, 2011; and a final payment of \$2,500 will be billed on October 1, 2011. All payments will be billed at Net 15 terms.

\*First right of renewal for the 2012 program is February 15, 2011 contingent upon if the product is applicable to the style of the Road Tour vehicle.

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# TOUR LEG



## Sponsorship Includes:

- Sponsor signage at all the events the **Road Tour** attends.
- Sponsor logo will be used in **Street Rodder** Event Coverage.
- Sponsor logo will be included in all **Road Tour** promotional material.
- Sponsor sourced on **Road Tour** micro-site as well as the **Street Rodder** web site.
- Opportunity to have **Road Tour** stop at sponsor facility.
- Opportunity to co-plan designated Tour leg and stops.
- Opportunity to participate in Tour leg with company hot rod/street rod.

**SPONSORSHIP NET COST: \$3,500\*\***

TOUR LEG #: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Customer Contact Number (to be used in source boxes): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Web Site: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Source Interlink Rep : \_\_\_\_\_ Date: \_\_\_\_\_

This confirmation of your participation in the 2011 *Street Rodder Road Tour* is placed in accordance with the terms and provisions included in this agreement and in the preceding proposal. By approving this agreement you are authorizing Source Interlink Media to bill for your participation and use of your company logo in all marketing and editorial concerning the *Street Rodder Road Tour* program.

Participant agrees to ship all agreed product(s) to Source Interlink Media within 30 days of agreement approval. All product supplied as part of this agreement will be used to support the 2011 *Street Rodder Road Tour* program.

This agreement is non-cancelable due to the editorial and production commitments associated with this program. **Participant/Tour Leg Sponsor must maintain a minimum of same advertising levels with *Street Rodder* magazine as prior year.**

In the event Source Interlink 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.

\*\*Payment will be billed as follows: an initial payment of \$3,500 will be billed immediately following agreement approval. All payments will be billed at Net 15 terms.

Tour Sponsor is welcome to provide breakfast for Tour participants the morning of start date of designated Tour as well as drive along with Tour participants.

\*First right of renewal the 2011 program is February 15, 2011.

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Yasmin Fajatin  
SOURCE INTERLINK MEDIA  
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