



2012 Sponsorship Programs



## WAYS YOU CAN WIN

The 2012 **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. These unique category of product offerings require competitors' use in program. Limited in quantity and by division, Official Products are a high visibility throughout the week by competitor use. In addition, 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 forty 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.

For qualifying product categories please contact EMC staff or your sales representative.



# Official Product Sponsorship

These unique category of product offerings require competitors' use in program. Limited in quantity and by division, Official Products are a high visibility throughout the week by competitor use. In addition, sponsors drive their participation within their 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 AEMC cross-promote a product giveaway program.
- Opportunity to place promotional literature in goody bags.
- Right to use PROUD SPONSOR logo in corporate advertising.

NOTE: AEMC 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\*\***

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 **2012 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 **2012 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](mailto:jenny.schmitz@sorc.com)  
FX: 317-422-4411  
PH: 317-422-4114



# Live Streaming Video Website

Simply nothing else like it! Your sponsorship provides "Live Streaming Video" of the worlds top engine-building teams facing off in a built-to-spec slugfest. Watch as teams uncrate their engines at the event and as the Engine Masters staff and University of Northwestern Ohio faculty and students work hard to hook them up to dynos. You'll see all the action and catch interviews with Engine Masters staff and industry icons as they attend the Event. The live video will capture the thrash as teams compete to get horsepower and torque numbers. Power per-cubic-inch ratings are derived, and the builder with the stoutest entry is crowned "Engine Master!"

- Company logo will be included in all AEMC promotions and marketing materials.
- Company logo will be included in bottom corner of live streaming video.
- Logo appears and company is sourced on [www.enginemasters.com](http://www.enginemasters.com) as Official Live Streaming Video Sponsor.
- PA Announcements throughout event.
- Opportunity to have AEMC cross promote a product giveaway program.
- Opportunity to place promotional literature in goodie-bags.
- Logo appears as part of banquet slideshow presentation.
- Banner placements throughout event. Sponsor will be required to supply banners.
- Right to use proud Sponsor logo in corporate advertising.

**SPONSORSHIP NET COST: \$8,500\*\***

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 2012 *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 *2012 Engine Masters Challenge*.

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# Daily Event Sponsor

Daily sponsors are provided added brand recognition during event day competition.

- Company logo will be included in all non-sponsored AEMC promotions and marketing materials.
- Daily Sponsorship of [www.enginemasters.com](http://www.enginemasters.com).
- Logo appears and company is sourced on [www.enginemasters.com](http://www.enginemasters.com) as Daily Sponsor.
- PA Announcements throughout selected day of event.
- Banner placement throughout event. Sponsor will be required to supply banners.
- Logo appears as part of banquet slideshow presentation.
- Sponsor / Branding of website scoring updates and commentary for day selected.
- Distribution of Product marketing materials throughout the day.
- Presenting sponsor of selected day's lunch for on-site participants.

**SPONSORSHIP NET COST: \$3,000\*\***

Day Selected: \_\_\_\_\_

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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\*\*The \$3,000.00 sponsorship fee will be billed immediately upon approval of this agreement.

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# Builders Banquet Sponsor

This program provides for branding at the Thursday night Builder's Bash and logo event "slide show" posted on [www.enginemasters.com](http://www.enginemasters.com) for six (6) months.

- Company logo will be included in all non-sponsored AEMC promotions and marketing materials..
- Logo will appear and be sourced on [www.enginemasters.com](http://www.enginemasters.com) as Banquet Sponsor.
- Sponsor signage at AEMC event venue. (Sponsor will be required to supply banners).
- Logo identification during Banquet as Sponsor
- Your company will be invited to speak at the Banquet
- Your company will be credited with the funding of Food & Beverage for participants, VIP's, and staff members at Thursday Night Banquet
- Opportunity for placement of signs and distribution of Product materials or premiums at Banquet.

## SPONSORSHIP NET COST: \$4,000\*\*

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

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

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

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

E-mail: \_\_\_\_\_ FAX: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
*(email address required)*

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

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



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\*\*The \$4,000.00 sponsorship fee will be billed immediately upon approval of this agreement.

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# 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 AEMC promotions and marketing materials.
- Sourced on [www.enginemasters.com](http://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.
- Social Media post item (minimum 1)

## SPONSORSHIP NET COST per category

Check one box

Street Division- \$1,500<sub>net</sub>    Xtreme Division- \$1,500<sub>net</sub>    BOTH Divisions- \$2,000<sub>net</sub>

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 by division 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 verified and billed immediately following the **2012 AMSOIL Engine Masters Challenge** final eliminations event in October 2012.

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PH: 317-422-4114



# 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 brand affiliation and use by competitors.

- Banner placement throughout event. Sponsor will be required to supply banners.
- Logo appears as part of banquet slideshow presentation.
- Sponsor company logo will be included in various EMC promotions and marketing materials

## SPONSORSHIP NET COST: \$850\*\*

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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