

# SPONSORSHIP APPLICATION FORM



*Link Engine Management (LinkECU) is a world leader in Engine Management Technology with products sold in 70 countries by over 1,500 dealers.*

## **SPONSORSHIP GUIDELINES**

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LinkECU recognises the value of partnering with drivers, vehicles, events and teams, from the up and coming, to the high profile. We endeavour to collaborate with as many motorsport teams and enthusiasts as possible to make a difference. Unfortunately, we cannot assist all individuals and groups that approach us but we do undertake to consider your application in a fair and deserving manner.

**No sponsorship from LinkECU is a 'hand-out' or donation; we aim to develop two-way partnerships to provide LinkECU with increased exposure in order to enhance our brand and its image.**

No sponsorship requests will be considered if our Sponsorship Application form is not completed and the requested information is not provided. Sorry but we have so many requests that we need to follow a process. We will not accept applications over social media or the phone.

We will consider all solid proposals, but there is no guarantee that your application will be successful.

As we get so many request, we need time to work through them all, so please allow four to six weeks for this application to be considered.

LinkECU offers three types of sponsorships:

1. Partial in-kind sponsorship – LinkECU will provide a selection of exhilarating products from our range at a heavily discounted price.
2. Full in-kind sponsorship – LinkECU provides a selection of our high-quality products from our product range at no monetary cost to the recipient. This sponsorship will be set at a maximum agreed monetary value. Full sponsorship consideration is only given to proposals with a good level of return for LinkECU including media exposure.
3. Event or team sponsorship – LinkECU will occasionally agree to sponsor a race team or motorsport event through a combination of financial and product-in-kind support. This sponsorship requires the team or event to provide maximum quantifiable benefits to LinkECU including substantial media exposure. Teams requiring full sponsorship from LinkECU will need to be at the top of their chosen discipline. Please note; these sponsorships are VERY rare.

## **COMMERCIAL OBJECTIVES**

Sponsorship is a two-way partnership, not a donation. It is an agreement between LinkECU and our sponsorship partners whereas LinkECU provides financial and/or in-kind support to a driver, vehicle, team or event in exchange for their marketing and promotional effort and assisting LinkECU in their marketing and promotional activities. Our sponsorship partners will:

- Make themselves familiar with our products, product features and benefits including knowledge of our company.
- Be willing and able to speak for LinkECU's product in order to actively promote our company's products in a knowledgeable manner and project LinkECU's brand values.
- Deliver on the promises made to LinkECU to secure the sponsorship including promoting LinkECU through social media, on website and on vehicle, pit displays, videos, etc.
- Conduct themselves responsibly and in a manner appropriate to being a representative of LinkECU.
- Providing regular updates, photographs and joint-promotional opportunities. This may include



providing the vehicle to be displayed at events and trade shows.

- Work with us to make the sponsorship work and have some fun.

### **WHO OR WHAT LINKECU WILL NOT SPONSOR**

LinkECU will not sponsor drivers, teams or organisations that:

- Could damage LinkECU's reputation or put into question LinkECU's morals, ethics, values or social responsibility.
- Require a financial 'bail-out' to pay for the commercial survival of a driver or team.
- Have the potential to polarise the community (for example, events, programs or organisations involving a religious, political, activist or life threatening activity).
- Do not involve a specified level of support, i.e. open-ended sponsorships.
- Drivers, vehicles, teams and events that support our competition.
- Drivers, vehicles, teams and events that will just take our money or products for granted, who expect LinkECU to support them with little or no effort in return. *The "I will put your logo on my car" promise – this is not enough!*

### **OTHER CONSIDERATIONS**

- All sponsorship requests must identify a local LinkECU dealer or tuner who will support you. If there is not a LinkECU dealer or tuner in your area, please identify a dealer or tuner that will be willing to support the LinkECU brand of performance products. LinkECU sponsorships rely on the endorsement of an automotive tuner or performance garage who is willing to support LinkECU products, install and tune your Link ECU and accessories.
- We cannot help everyone, we are sorry but it is a commercial reality. All sponsorship allocations are subject to normal budgetary considerations.
- We will take 4–6 weeks to process your application. Please be patient and plan ahead.





## **SPONSORSHIP APPLICATION**

*(please type or print)*

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

Individual/Team Name: \_\_\_\_\_

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

Suburb: \_\_\_\_\_ City: \_\_\_\_\_ Zip/Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Team Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Has your organisation received support from Link in the past (type YES or NO)? \_\_\_\_\_ \* equivalent if in-kind sponsorship

If yes, when was the last contribution made, and what was the amount? Year: \_\_\_\_\_ Amount\*:\$ \_\_\_\_\_

What brand of ECU do you use currently? \_\_\_\_\_

Who tunes your vehicle currently and who will tune the Link ECU? \_\_\_\_\_

Why is LinkECU your choice of ECU? \_\_\_\_\_

What Motorsport discipline do you compete in? \_\_\_\_\_

What Country (including state/province) do you compete? \_\_\_\_\_

What assistance would you like from LinkECU? *i.e. monetary value (in NZD, AUD, GBP, EUR or USD), ECU Type, accessories required etc.*

How will you marketing and promote LinkECU? *please be specific i.e., size and location of stickers on vehicle, number and content of social media posts, frequency of raw photos and videos supplied etc. :*

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VEHICLE INFORMATION (if applicable)	
Make:	Modifications:
Model:	
Year:	
Engine:	Brief description:
Colours:	

CURRENT SPONSORS	
Company Name:	Contact & Phone:
1.	
2.	
3.	
4.	

LATEST EVENTS ATTENDED & RESULTS (if applicable)	
Event & Date:	Placings/Awards:
1.	
2.	
3.	
4.	

FUTURE EVENTS YOU PLAN TO ATTEND
1.
2.
3.
4.
5.

WHAT SOCIAL MEDIA DO YOU USE (please add address, name or hash tag)	
Website:	Twitter:
Facebook:	Youtube:
Instagram:	Other:





## **WHERE TO SEND YOUR APPLICATION**

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Please email your completed sponsorship form to: [sponsorship@linkecu.com](mailto:sponsorship@linkecu.com)

Or mail it to:

SPONSORSHIP TEAM  
Link Engine Management  
2 Baigent Way  
Middleton  
Christchurch 8024  
New Zealand

## **LEGAL STUFF**

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1. All LinkECU sponsorships are valid from the completion of a signed Sponsorship Agreement.
2. All terms and conditions of LinkECU's sponsorships are contained in the Sponsorship Agreement.
3. Link reserves the right to charge full retail price or take appropriate steps to recover products that have already supplied on a sponsorship basis, if the sponsor not met the guidelines specified in our Sponsorship Agreement or defaults on their obligations.
4. LinkECU requires proof that all products are installed on the Sponsored Party's vehicle, either through first-person observation by a LinkECU dealer, a LinkECU staff member or through photographs, within 60 days, or agreed period, of receipt of delivery. If you fail to supply proof of installation LinkECU will deem the Sponsorship Agreement void.
5. Link may terminate the Sponsorship Agreement if the Sponsored Party engages in conduct or commits an act which could damage LinkECU's reputation or put into question LinkECU's morals, ethics, values or social responsibility, or cast Link in an unfavourable light, anywhere in the world, including, without limitation, conduct or acts which, in New Zealand would be a crime in common law.
6. Sponsorship proposals containing fraudulent and misleading information will be prosecuted to the fullest extent of the law.
7. If the sponsorship is a "Full In-kind Sponsorship" the product is on loan to the Sponsored Party. LinkECU owns the sponsored products and will loan the products to the Sponsored Party for the duration of the Sponsorship Agreement.
8. All rights, title and interest in LinkECU products, promotional materials and documentation, including without limitation all copyrights, patent rights, trademark and service mark rights, trade secret rights and other intellectual property rights are and will remain the property of Link Engine Management and such items may only be used by the Sponsored Party as expressly permitted hereunder.

