



IMPACT™

IMPACT/MASTERCRAFT SAFETY SPONSOR DECK REQUIREMENTS

Thank you for your interest in becoming part of the Impact/MasterCraft Safety Team! We are honored by your trust and loyalty in our brand and line of products. Detailed below is our recommended sponsor deck guideline and information that is helpful to the marketing team in determining potential sponsored safety partners. As an endemic brand, we are seeking competitors that can demonstrate and represent Impact/MasterCraft in a positive manner, increase racer awareness for proper safety practices, while offering a measurable return on investment.

Name:

Race Team/Affiliation:

Contact Info:

Impact/MasterCraft Products Requested:

Current Safety Products Used (Vehicle and Personally)

What Form of Racing Do You Compete In:

Goals For Your Racing Career:

Racing Accomplishments:

Race Schedule:

Current Sponsors & Contact Info:

Reference Contact Info: (Please Provide Three)

How Do You Plan To Help The Sport Grow:

How Do You Plan on Increasing Racer Knowledge on Safety:

Tell Us About Yourself Away From the Track:

Images! We Love Images! Please Submit Photos of You, the Team and Your Racecar:

What is Impact's & MasterCraft's Return on Investment: (more details on what we are looking for below)

RETURN ON INVESTMENT

Impact and MasterCraft are featured weekly on nationally televised motorsports competitions. Whether it is NASCAR, NHRA, Indycar, or Off-Road, Impact and MasterCraft receive enormous exposure weekly during national broadcasts. Our branding is widely viewed and has a broad reach through the various forms of professional competition. Impact/MasterCraft's goal is not exposure (such as a decal on a car or logos on websites and hero cards). Branding exposure is something we can easily accomplish ourselves through social media and through weekly professional motorsports. Our goal is educate the motorsports community on the best safety practices and to gain new customers or capture repeat sales to previous customers. How can our sponsorship of your racing efforts directly increase our sales?

HOW WOULD WE TRACK SALES GENERATED BY IMPACT'S SPONSORSHIP OF YOUR EFFORTS?

EXCERPT FROM IMPACT AND MASTERCRAFT SAFETY'S RECOMMENDED READING LIST

Alex Striler, former CEO of Osiris Shoes and Director of Sales & Marketing at Team Lucas recently released his second book, **Motorsports Marketing and Sponsorships; How to Raise Money to Race and Give Sponsors What They Really Want** (August 2016). Impact highly recommends this book to any racer actively seeking motorsports sponsorship.

Excerpt from *Motorsports Marketing and Sponsorships; How to Raise Money to Race and Give Sponsors What They Really Want* by Alex Striler:

....."When companies sponsor a race team, they're looking for an extension of their business. They want an opportunity to advertise, market, or brand in ways they haven't already tried. The sponsorship should be a tool to acquire new customers and to entice existing customers to buy again. By merely showing companies that you can give them 'exposure,' you're not offering them something they can't already do. Anyone can put a sticker on their forehead and walk around a crowded mall to get exposure. To land a real sponsor, you have to help them do things they haven't thought of. Show the company how you can expand their current marketing program, not just add to it....."

Please feel free to contact an Impact or MasterCraft Safety associate should you have any questions regarding the specifics of the requested information detailed above. An Impact/MasterCraft team member can be reached Monday – Friday 8am – 4:30pm Eastern at our Indianapolis office at 317.852.3067 or we can also be reached at our California office Monday – Friday 8am – 4:30pm Pacific.

Thank you for taking the time to complete the requested information! Below we have shared an excerpt from an invaluable book on motorsports marketing. Please take time to pick up and read this book; it contains invaluable insight and is a must read for anyone seeking sponsorship