

Slam Specialties L.L.C. Product Sponsorship Agreement

Introduction

To effectively administer sponsorships of individual and company vehicles, Slam Specialties has implemented a Product Sponsorship Buy Back program. This ensures that only those people effectively earning sponsorship are given them, and guarantees Slam Specialties' return on its investment of sponsorship dollars.

The "Buy Back" program essentially gives you, the participant, the ability to work toward having up to 100% of the product cost returned.

The "Buy Back" schedule breaks downs as follows:

Milestone	Amount of purchase price refunded	
Personal magazine feature	cover feature	45%
	inside feature	25%
	subsequent	15% per feature
Feature tech article		100%
Tech article using product		50%
SEMA / CES or other booth display vehicle	initial	25%
	subsequent	15% per show
Booth display vehicle additions (each show)		
Logo on vehicle or placard	0-2 sq. in.	3%
near vehicle for purpose	2-5 sq. in.	5%
of displaying sponsor	5-10 sq. in.	8%
logos	10-15 sq. in.	10%
	15-20 sq. in.	15%
	20+ sq. in.	20%

Milestone definitions

Personal magazine feature: Whereas an article is published in a national (not local or regional) publication. For the article to be considered a feature article, it must be solely listed in the table of contents and the vehicle, not part of a collection of vehicles such as "Reader's Rides".

Feature technical article: This is where a technical article is written on the installation or operation of a Slam Specialties product. Also listed in the table of contents.

Technical article about a Slam Specialties product: If the technical article is about a group of products or the installation of a product whereas a product from Slam Specialties was part of, but not the focus of the article, this category would be used. Slam Specialties must be listed in the source box to qualify.

SEMA, CES, or trade show vehicle: This would be a trade only (business to business) show whereas attendance of the trade show was in excess of 10,000 attendees. The product must be visible on or in the vehicle so as to actually display the product. *Additional percentages* could be earned if the proper Slam Specialties logo was displayed either on the vehicle in the form of a sticker or on a placard or poster near the vehicle whereas its purpose would be to display to the passing attendees, the names of the sponsors for the vehicle.

Terms of this program.

Upon documented proof, Slam Specialties will refund the appropriate dollar amount based on the earned percentage of the original purchase price. If the product was originally purchased with a credit card, the appropriate amount will be credited back to the original card (or replacement card when necessary). If the product was purchased with a check or with cash, a check will be written to the original purchaser.

Time limit

Because technological advances give us the ability to improve our product line, any display of older products would not provide as strong a return on investment. Because of this, the participant has up to 18 months to earn the purchase price or partial price back. All claims must be postmarked no later than 18 months after the original invoice date.

Dollar limit

No more than 100% of the purchase price can be earned.

Use of material for advertising

Slam Specialties reserves the right to use the company or projects name as well as any photos of the product, installation, or vehicle in print, video, electronic media, or any other form of Slam Specialties advertising. The person or company also agrees to be a professional representative so as to promote Slam Specialties and its product in a professional manner.

Use of logo

If Slam Specialties logo is to be displayed, proper logos must be used. Artwork, electronic media, or actual graphic material is available.

Non-transferability

The sponsorship agreement is between Slam Specialties and the original purchaser (participant). It cannot be transferred or sold.

Warranty of product

Standard warranties apply to any product whether fully purchased or fully or partially "bought back".

Supporting documentation

In order to fulfill terms of the “Buy Back” agreement, the participant must provide the following in order to receive any refunds.

Personal magazine feature: An issue of the magazine or copy of the article (along with table of contents) must be submitted.

Feature tech article: An issue of the magazine or copy of the article (along with table of contents) must be submitted.

Tech article using product: An issue of the magazine or copy of the article (along with table of contents) must be submitted.

SEMA / CES or other booth: Photos of vehicle in show, photos of product in vehicle, and attendance information must be submitted.

Booth display vehicle additions: Photos of logo on vehicle, placard, or poster in show must be submitted with above.

Slam Specialties LLC, Product Sponsorship Agreement

Customer information:

Name: _____

Company: _____

Address: _____

City, State, Zip, Country: _____

Phone: _____ Fax: _____

Vehicle information:

Product requested:

Date needed: _____

Approval:

Participant Signature: _____ Date: _____

Slam Specialties Signature: _____ Date: _____

Slam Specialties LLC
5845 E. Terrace Ave
Fresno, CA 93727

Phone: 559.348.9038
Fax: 559.348.9063

e-mail: Sales@slamspecialties.com