RECARO Automotive Sponsorship Request

As you can imagine, we receive many sponsoring requests. Unfortunately, we cannot support all the fantastic projects; however, you can help us to decide which the right project is for RECARO, by completing this form.
Please note that requirements for sponsorship are:

- 100k+ Followers in social media channels
- 3 post per week to keep channel active
- 3-4 other performance part sponsors or part of an OEM project or major race series
- 5 placements at events within region of sponsorship
- 2+ media publication outlets

We would like to point out that we only support projects that enable direct contact between our products and relevant target groups. Please understand that we cannot support small events, individual and personal sponsoring or local activities including prizes, product loans or giveaways.
We would be pleased to support your project and will get back to you upon receipt of your completed form within 10-15 business days.

Thank you!

Project title:	

Applicant Information:					
Firm:					
Title:		**Name:**		**First name:**	
Address:		**Post code:**		**Location / Country:**	
Phone:		**Mobile:**			
Email:		**Website:**			
Facebook:		**X:**			
Instagram:		**Further Social Channels:**			
Have you or your organization been already sponsored by RECARO? **If yes, in which year?_____** **For which project?**					

Project Information:			
Short description:			
Desired Sponsoring (Seat description/upholstery version and adaption of the car):			
Car model (inc. month/year of manufacture) For road vehicles: "Official type designation" (D.3 "Handelsbezeichnungen/trade name" of the vehicle registration certificate) and "Number of official vehicle type approval or ABE" (K "Nummer der EG-Typgenehmigung oder ABE" of the vehicle registration certificate):			
Engine – Cylinder/PS (hp, PS)		**Top speed** (kmph, km/h)	
Base frame/adapter necessary? ☐ **Yes** ☐ **No**			

Effective advertising period: (for at least 2 Years)				
Advertising benefits:	**Europe:** ☐	**Germany:** ☐	**Regional:** ☐	**Other countries:**
Communication start:				

Possibilities of advertising (Specifics: e.g. integration of RECARO-logo, display at fairs and events, articles in magazines etc.):					
Picture material of free usage (Print, Website, Social):			☐	____	
Film material of free usage: (Print, Website, Social):			☐	____	
Transmission of newsletters (Inclusion of RECARO in mailing lists):			☐	____	
Press releases (Inclusion of RECARO in mailing lists):			☐	____	
Stickers on the car:			☐	____	
Size:	326 x 60 mm ☐		☐ larger: ____		
Position:	Sill ☐	Door ☐	Boot ☐	Hood ☐	Bumper ☐

Patch on the racing suit (racing):	☐			
RECARO fan of the following channels (with the own page):	facebook ☐	X ☐	Instagram ☐	☐ further
RECARO will be mentioned on my / our channels:	facebook ☐	X ☐	Instagram ☐	☐ further
Participation at fairs / events (Please enter the details in the list below):		☐	Quantity:	
Transmission of RECARO/RECARO seats statements/experience reports (incl. Picture):		☐	____	
Vouchers for passenger drives/trainings:		☐	____	
I / we give RECARO the opportunity to exhibit the sponsored car:		☐	____	

Details - Publikation in magazines, TV, etc. (further details – please use an extra annex)**:**

Name of medium	Planned publication	Location / Country

Details – Participation at fairs / events (further details – please use an extra annex)**:**

Name of fair / event	Period	Location / Country

Transmission of personal vita & overview of the sporting successes of the sponsoring recipient incl. images (also images outside of the motorsport/tuning, in a separate file):	☐
Further potential benefits/ return services to RECARO?	
Does the sponsoring aim at a defined target group? If yes, to whom?	

Are there any other sponsoring partners?	

Are we the exclusive sponsoring partner in this sector? (i.e: No other seat manufacturer)	☐ **yes** ☐ **no**
What can RECARO gain from sponsoring this project?	

Further Information:	
Other comments:	
Attachments (pictures, pdf, max. 5 MB)	

In exchange for product sponsorship, RECARO Automotive requires the following be provided once the product has been received and installed.

1. If RECARO Automotive agrees on sponsoring / part-sponsoring, you have to order the products not later than 6 months after the written “sponsoring confirmation” of RECARO.

2. A written testimonial describing why you have chosen the RECARO for your application within (2) months of receipt of the RECARO product(s).

3. A minimum of 4 photos to be provided to RECARO for use in advertising, public relations efforts or promotional use within two (2) months of receipt. Photo should include RECARO Logo, product, etc. (Please fill out the attached release form). RECARO also requires a minimum of 4 photos showing the vehicle interior “before” the RECARO product is installed and “after” the RECARO product is installed.

4. At least one (1) decal to be placed on the vehicle in a prominent location. If no sponsor decals will be placed on the vehicle, then the RECARO logo and product description will be placed on a sign prominently displayed near the vehicle when the vehicle is on public display.

5. Display of product literature and / or signage including the RECARO logo when appropriate at events.

6. A minimum of 6 tags and posts to be provided to RECARO Automotive’s (#recaroautomotive) Facebook page, Instagram, X to be used in public relations efforts or other promotional use. Posts will be made over the course of 6 months, starting from the date the vehicle is publicly revealed. Photos posted should include RECARO Logo, product, etc. These posts will be made over a 6-month period of time starting from the date the vehicle is revealed publicly.

Additional, if videos are created they will be posted to RECARO Automotive YouTube channel (recaroautomotive).

7. Sponsoree agrees that the vehicle will not be displayed publicly including; on TV, events, magazine articles, any form of print advertising, social media channels or other public forums with harnesses that show another aftermarket or racing seat / shell manufacturer's logo.

8. Sponsoree agrees to mention RECARO seating product in vehicle, by name. The "mention" will acknowledge the RECARO product as the seats in the vehicle. Count also for fairs and events.

9. Sponsoree will provide RECARO an overview describing the vehicle in which the RECARO seats will be used. The overview will include a description of all modifications, upgrades and other descriptions of the vehicle the Sponsoree deems relevant about the vehicle / project.

10. The return services listed in this form must be documented by the sponsoree no later than 6 months after the approval. A violation of this leads to the sponsoring recipient being charged with all costs of the sponsoring coverage on the basis of the recommended retail price.

11. It is not allowed to make changes on the seats and the sponsoring purpose. All changes need to be approved in written form by the RECARO Marketing department. Please do not remove the FIA- or ABE sticker on the seats. It is not possible to deliver in addition.

Authorization and Release

In consideration for RECARO Automotive, its subsidiaries, distributors, or affiliates (only in conjunction with RECARO Automotive provided products) hereafter referred to as "RECARO", providing seats to the undersigned, the undersigned hereby agrees as follows:

Authorization:

Sponsoree authorizes RECARO to use, at no cost, the items set forth below, at any time and in any manner desired by RECARO including, but not limited to, any advertising or marketing activities of RECARO as follows:

(a) written testimonials or excerpts thereof, which are provided by Sponsoree or its employees, representatives and agents;
(b) any photographs, slides, pictures, prints (or copies thereof) which are provided by Sponsoree.

In addition, Sponsoree agrees and acknowledges that RECARO may use Sponsoree's name as it appears in any of the items described in the preceding sentence. Sponsoree agrees that RECARO may edit, alter, and/or enhance, electronically or otherwise, any photographs or other materials provided to RECARO.
Sponsoree further agrees that RECARO may use Sponsoree's name in connection with any advertising or marketing efforts of RECARO in any manner not covered by the preceding sentence, provided that RECARO has obtained Sponsoree's consent. Sponsoree represents and warrants that any items which it makes available to RECARO pursuant

to this paragraph shall not infringe or violate any person's or party's rights, including, without limitation, any copyright, trademark, publicity or privacy rights.

Release:

Sponsoree hereby releases, discharges, and holds RECARO harmless from any and all claims, counterclaims, actions, causes of action, liabilities, demands, rights, damages, costs, expenses, and controversies of every kind and description whatsoever, whether known or unknown, and whether in law or in equity, arising as a result of RECARO's use of testimonials, photographs or the like, or use of Sponsoree's name in accordance with the provisions in the preceding paragraph.

☐ Vehicle will NOT be sold to another party before the terms of this agreement can be executed.

☐ I accept the sponsoring conditions

☐ I accept the Authorization and Release

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(Datum)

....

(Name) (Signature)