

KENDA TIRE AUTOMOTIVE/ MOTORSPORT SPONSORSHIP GUIDELINES 2021

It is the objective of Kenda Tire and Kenda Racing to form strategic partnerships with every individual or organization we partner with.

No sponsorship from Kenda is considered a donation or “free exposure” for our brand. Our goal is to develop partnerships to provide Kenda Tire with increased and specific exposure in identified motorsport events as well as in the media.

We aim to enhance our brand and image within this arena. We require sponsorship partnerships to be with high performing teams and individuals, events, and to align with select Series Partners for the benefit of maximum value and ROI for our partnership together.

It is for this reason, and the fact that we receive many sponsorship requests, that we require you to present a formal written proposal which also includes a completed Sponsorship Application form in order to be considered for Kenda Tire automotive motorsport sponsorship.

Your entire proposal (including our Sponsorship Application) must be emailed to us for review.

Each completed sponsorship proposal will receive proper consideration but there is no guarantee that your application will be successful due to the limited partnerships we can offer.

BEFORE YOU PROCEED:

Please read and understand the four type of support programs being offered, and choose your request carefully based upon the type of desired support you are interested in partnering.

Kenda Tire will review the applications and reserves the right to extend a sponsorship support level/program to you at a level that best suits Kenda Tire goals and objectives for sponsored drivers.

This application is for automotive racing programs only. Primarily for grassroots/”pro-am” level Drifting driver programs. Autocross, HPDE, and other auto racing programs may be considered.

This is **NOT** for: individual “build” placements, car show/displays, “influencer” style placements, nor for truck related vehicles or activities.

Let’s Get Started.

TYPES OF KENDA TIRE AUTOMOTIVE SPONSORSHIPS

For 2021, we will offer four types of sponsor backing possibilities.

- 1) **Event/Series Sponsorship.** Kenda Tire will occasionally partner with select Drifting Series or Event Partners through a combination of financial or product-in-kind support.

This type of sponsorship will be rare, and will require a Drift Series or event, to be able to provide maximum quantifiable benefits to Kenda Tire including substantial media exposure to Kenda for your series or event.

- 2) **Full in-kind Sponsorship.** These will also be rare, as we seek to broaden our overall racing footprint and media exposure, and these opportunities are often limited as well.

This would generally provide a fixed amount of product to the driver at no cost to the recipient. This will be set at a maximum product/monetary value as mutually agreed.

Full sponsorship consideration is only given to proposals with a good level of return for Kenda Tire media exposure and content deliverables in a targeted segment for our marketing objectives.

- 3) **Partial in-kind Sponsorship-** Kenda Tire will provide a very limited quantity of tires to the recipient who routinely performs in grassroots/pro-am level events, in return for professional social media content, Kenda graphics in on-car placement, **AND** who can demonstrate a winning history for themselves in their respective series/regions.

- 4) **Racer Support Program (RSP) Sponsorship-** Also aimed at the grassroots/pro-am drifting or autocross/HPDE driver, the RSP Sponsorship will allow the driver to obtain a fixed number of tires for their season at a heavily discounted price from an official Racer Support Program Distribution Partner, as a Contingency style racing program.

This also requires RSP drivers to place select Kenda Tires graphics on-car for the duration of the season; must run all four tires with Kenda Tires; and be able to demonstrate success and a winning history for themselves. Additional Program details will be shared if a RSP offer is presented.

KENDA TIRE'S PROMOTIONAL OBJECTIVES

Be aware that a Sponsorship is a business agreement between a driver and Kenda Tire. In this agreement, the driver or Series Partner will receive specific financial and/or in-kind support in exchange for deliverables of media content, on-car branding, social media content generation.

The goal is for Kenda Tire to achieve specific marketing and promotional activity objectives, and to

demonstrate the Kenda Tire philosophy of “Podium 2 Pavement” winning with our off-the-shelf products.

To this, a Kenda Tire Sponsorship requires our drivers and Series Partners to:

- Be familiar with our products, product features and benefits including knowledge of our Company and full range of products Kenda produces. Be able to demonstrate your prior use of Kenda Tires and how they have helped you win.
- Deliver on the agreement made to secure the sponsorship including promoting Kenda Tire through their social media, video/photo content, and on-car placement.
- Be a Brand Ambassador to represent Kenda Tire products. This includes actively promoting our company’s products in a knowledgeable manner and project Kenda’s brand values.
- Conduct yourself responsibly and in a manner appropriate to being a representative of Kenda Tire, both at events and across social media.
- Being willing to provide regular photos, videos, and written updates of your progress through the season to Kenda Tire. This could also include providing your vehicle to be available at select Kenda Tire dealer events or industry shows if needed.
- Understand the value of this partnership. Have fun and mutually support each other.

OTHER THINGS TO CONSIDER

Kenda Tire is an emerging brand and we are interested in drivers who can use and endorse Kenda Tires not just while on track, but as a lifestyle brand as well. We offer premium level products at a ‘value’ price point. Being aware of the wide range of Kenda Tire products via our website, and demonstrating your past use of Kenda products where possible is favored.

- Sponsorship is currently for USA based individuals/activities.
- Every Sponsorship we offer for automotive is to help broaden Kenda’s exposure at activities that we may not be able to activate on site for. As part of the agreement, you will act often as a Kenda Tire Brand Ambassador while at your events, and conduct should reflect that.
- You may be provided marketing or promotional materials to be shared and distributed at these events with fans and potential Kenda customers when not participating on track.
- Sponsorships will be focused on selected marketing areas where Kenda Tire has determined additional market share and growth is needed. For this reason, we will generally not provide multiple in-kind sponsorships in the same region/series area. The RSP however, may allow for several drivers to compete in one region where the Contingency is run.

- Please understand that we cannot lend support/ help everyone. We would love to help everyone but it is just a commercial reality.
- All sponsorship allocations are subject to normal budgetary considerations, and Kenda Tire does reserve the right to modify or postpone marketing activities/ sponsorships in cases of unforeseen events, similar to the 2020 Pandemic.

Lastly, please read and understand the above, and complete the Sponsorship Application below.

NO consideration will be given to any incomplete applications, missed deadlines, nor to any sponsorship requests, direct messages, mailed/emailed Sponsor Pitch Decks and/or Racer Proposals that do NOT also accompany the Sponsorship Application form below.

KENDA TIRE AUTOMOTIVE SPONSORSHIP APPLICATION

(please type or print)

Date of Application: _____

Individual/Organization Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____

Person of Contact (Teams/Series/Events) _____

Email: _____

Phone: _____ Cell # (if different) _____

Have you requested funding from Kenda tires in the past (type YES or NO)? ____

Have you previously received backing from Kenda Tire in the past? _____

If Yes, please provide date(s) and of what amount support was provided? _____

Provide a brief description of your Motorsport History in this section below:

_____ (continued)

What level of motorsport are you currently competing in? (Grassroots, Pro-Am, Pro 2, etc)

What Automotive Drifting (or other) Series to you most regularly compete in? Identify the series affiliation you most regularly compete in: _____

Anticipated number of events you plan to run in this year: _____

Additional Events you plan to compete in outside of your usual schedule (i.e. Gridlife, LS Fest, Klutch Kickers, etc. that are outside of the typical series calendar you may run)

List any other team members/roles relevant to your activities. (If none, write N/A):

Please describe the level of support you are asking for from Kenda Tire and how you would plan to make the BEST use of these products/support:

(continued)

FUTURE EVENTS YOU PLAN TO ATTEND	
Event/Location/Dates	(you may list a specific series, plus any 'one off' events you are planning)
1	
2	
3	
4	
5	
6	

SOCIAL MEDIA PRESENCE (list platform/user name. example: IG: @kendatire, etc.)	
Platform + Page/Username	List number of Followers
Website:	
Facebook:	
Instagram:	
Twitter:	
Youtube:	
TikTok	
Other:	
Other:	

TELL US MORE:

This is not a test. There is no 'ideal' answer. The purpose is for us to briefly learn more about you, your activities, and to learn about your goals. This helps us quickly determine about how your values and objectives could potentially align with ours.

If you have a specific sponsorship proposal, please include that along with this. You do not need to provide additional pages to these questions, please try to include as much information as necessary to fill in the space provided.

We do not require additional photographs etc, outside of this proposal within this section.

We will contact you if there is additional information needed here to base a decision.

Please answer the following questions based on your reason for asking for consideration:

5) EVALUATION: How can we measure the success of our sponsorship? How often do you plan to communicate with us? What can we use to gauge Kenda's visibility with you?

6) IMPORTANCE: Why is/was Kenda your choice of tire partner? What is your experience with Kenda Tire products in the past?

7) RECOGNITION: How will you provide Kenda value and ROI with this sponsorship?

8) PROMOTION: How often will Kenda Tire be a part of your social media use/presence? Do you have a theme for how you make posts? How and how often will you provide this content to Kenda Tires? Besides logo on car, how else will you actively promote Kenda Tires at your events? What additional support would you need for that?

9) PARTNERSHIP: Kenda Racing sponsorships are a partnership for both individuals and brand. We are a smaller company and seek the maximum ROI from limited partnerships available to be worthwhile. Please list any other information or opportunities you may have that can bring additional partnership value to this agreement.

Please submit this as a completed PDF document to us at sponsorship@kendausa.com, along with your proposal documents as attachments for consideration. **NOTE: Any blank areas or uncompleted information fields will result in removal from application process as "incomplete".**

If you are selected for additional consideration in the process you will receive an email with additional sponsorship terms and conditions for further consideration in the process.