



MTX 2024 Sponsorship Application & Agreement

For over 50 years MTX has been an industry leader in developing, engineering, and manufacturing the highest quality audio for mobile, car, powersports, and marine audio. It remains a family-owned company full of audio enthusiasts just like it was 50 years ago.

Vehicle sponsorships are a tried-and-true method for benefiting both the enthusiast and MTX. When the time comes to consider an audio system for your unique build, nothing beats the option to have products at a significant discount and furthermore nothing beats having first-hand experience and personal recommendations for product exposure. MTX is proud to offer sponsorships to individuals and companies who share our interests, values, and passion for the industry and community involvement.

MTX sponsorships are limited, to be considered for a sponsorship we are looking for individuals and companies who are exceedingly active in the automotive community. Who can provide digital content with brand exposure in which will introduce our products to new & current audio enthusiasts. This does not mean we dismiss requests for smaller builds or unique circumstances so please be accurate and truthful with your submission and feel free to add any additional information. All sponsorships applications are reviewed and audited carefully at which a determination will be made based on meeting our guidelines and criteria outlined below. Upon final review, MTX will contact the applicant directly with the outcome.

As mentioned beforehand, MTX ultimately has full discretion to whom we accept into our sponsorship program. Ultimately, sponsorship is advertising and marketing, which in doing so our goal is to create broader brand recognition while selling more products by participating in automotive builds. While we are always working to be at the forefront of current cutting edge trends, the highest quality automotive builds, and build the best exposure to our audiences, dealers, and affiliates. To be considered for a sponsorship we are looking to partner with individuals and companies who are exceedingly active in the automotive community and those who we believe can introduce our products to new & current audio enthusiasts whose needs closely align with the mission of MTX.

This means that, if you are the type to attend frequent track days, cars shows, automotive lifestyle events, meets, and other automotive-related events, you are a prime candidate for our vehicle sponsorship. All MTX Audio asks is that you are truthful regarding the extent to which you can will exposure our products within your circle influence. Just by running stickers and branding on your vehicle at event by itself does not bring enough value for the individuals we are looking to sponsor. We highly suggest the more detailed you are in your application and partnership proposal, the better we will be able to properly review your submission and measure the potential value you are offering MTX in return for discount or full sponsorship on our products.

MTX cannot accept sponsorship proposals over the phone. Please do not call us regarding sponsorships, all sponsorship requests must be completed via email.

Review of applications is a process that involves multiple members of our company, so they must be received in writing. Thank you very much for considering MTX as a sponsor and partner for your build, and we wish you the best of luck!

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- Please read this application in its entirety
 - Please fill out all forms and documents in full
 - We ask that when you are submitting the form, please include the most recent build photos, such as build progress photos, complete build renderings of proposed build
 - Please include any pertinent information regarding the build project - other supporting sponsors
 - DO NOT send the application in the form of an attached photos(s) - these submissions will not be considered
 - We ask that you please allow at least 14 business days for all sponsorship applications to be reviewed by our Marketing Department



E.Mail: mtxmarketing@mtx.com

How did you learn about MTX ? _____

OWNER INFORMATION:

Date: _____

Owner's Name: _____

Team Name (if Applicable): _____

Home Address (no Post Office Boxes): _____

City, State, Zip Code: _____

Home Phone: _____ Business Phone: _____

E-Mail Address: _____

VEHICLE INFORMATION:

Year: _____ Make: _____ Model: _____

Type of Event: AutoX UTV Racing Car Show

Class: _____ Vehicle #: _____

Achievements: _____

Articles & Magazines to be featured (include magazine phone number and contact): _____

Events Schedule & Upcoming Shows: _____



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LOGO PLACEMENT:

As part of MTX Audio sponsorship, I further agree to the following: to exclusively endorse and use MTX products, and to display a MTX logo on the sponsored product(s).

First and foremost we want your vehicle to look and perform great; we want our logo clearly viable without looking "tacky". Logo placement is entirely up to you so long as it is clearly visible. The following figures are examples of common logo decal placement. Please ask for assistance regarding digital file logos - MTX maintains approved style guide for brand marking.



Figure A

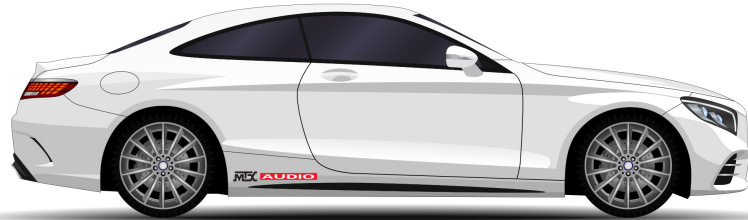


Figure C



Figure B



Windshield Detail

Your initials indicate that you understand and agree to MTX logo placement policy.

Initials

EXCLUSIVITY: (Please Read This Section)

I will not endorse or be sponsored by any other manufacturers who's products could otherwise be acquired through MTX. **I will not advertise any other audio brands.**

Furthermore, I understand that the audio products I am sponsored with cannot be altered or tampered with from their original form. Approval on any alterations will be determined after a rendering is submitted.

Your initials indicate that you understand and agree to MTX exclusivity policy.

Initials



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SOCIAL MEDIA:

MTX utilizes social media to promote its products and sponsored drivers. I understand that I must tag @mtxaudiousa on at least four posts per month for 12 months.

MTX Audio is active on Facebook, Instagram, and YouTube.

Requirements by social media channel:

Facebook—Tag **@MTXAudioUSA**

Instagram—Tag #MTXAudio and **@MTXAudioUSA**

YouTube—Include MTX Audio on the video's description, <http://MTX.com>

MTX stays up-to-date with its sponsored partners through social media review on a monthly basis.

Owner / Driver / Team Facebook link: _____

Owner / Driver / Team Instagram link: _____

Owner / Driver / Team YouTube channel: _____

Your initials indicate that you understand and agree to MTX social media policy.

Initials

WEBSITE / BLOG:

I understand that I must add MTX Audio as a sponsor on my website and blog via web banner / logo. The banner / logo must link back to MTX Audio website for 12 months.

I understand that MTX Audio will provide me with a logo file to fulfill this requirement.

Your initials indicate that you understand and agree to MTX website/blog policy.

Initials

UPDATES / PHOTO RELEASE:

I understand that I am to submit images and video of every event, show, race, etc., that I attend. I will provide MTX with a minimum of 25 images in (4K - High Resolution). These will be used as proof of fulfilling my part of the agreement.

I hereby grant permission to MTX to use my photograph(s) on its website and any and all official MTX Audio printed/web publications, advertisements, media and promotions without further consideration.

I acknowledge MTX has the right to crop or treat the photograph at its discretion.

Your initials indicate that you understand and agree to MTX update/photo release policy.

Initials



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REFERRAL PROGRAM (U.S. DRIVERS ONLY):

I understand that as a MTX sponsored member I may be qualified to be enrolled in MTX referral program. As an sponsored member, I may be given a personalized referral code to promote on social media and my website/blog.

My referral code offers fans/users a discount when used at **www.mtx.com**.

My desired referral code (can include numbers):

Ex: ProjectX, Mario360, etc. Tip: Make your referral code short and simple.

Your initials indicate that you understand and agree to MTX referral program policy.

Initials

SHOW DISPLAY / PRODUCT MAINTENANCE:

I understand that my vehicle's cleanliness will impact how MTX products are represented. I therefore, understand that I must keep my car and any MTX components clean and of operating order.

If your sponsorship includes a hood, truck bed, hatchback, and trunk; the hood and / or trunk should be open during the show. If you need to have your hood/trunk open to fulfill engine component sponsorships; please make arrangements with MTX in advance.

Initials

Your initials indicate that you understand and agree to MTX show display/ product maintenance policy.

TERMS OF AGREEMENT:

In return for the MTX products supplied to me under this agreement for use in racing and show activities, I do hereby give MTX my unqualified consent to publish in any form or manner in connection with MTX advertising or for any other purposes, any or all the following: my name, news stories, or any items of interest about me. I give this consent fully and without additional cost or favorable publicity and exposure possible.

Your initials indicate that you understand and agree to MTX Terms of Agreement.

Initials



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Sponsorship Requirements & Guidelines:

Upon acceptance into the MTX Sponsorship program there will be requirements and guidelines that our sponsored individuals and companies alike will need to uphold. Any and all applicants must be willing to consent on delivering monthly user generated to content to the MTX marketing department.

This includes:

- Submitting Hi-Resolution photo and video content on a bi-weekly basis to the MTX marketing department.
 - In addition MTX will supply guidelines on how to properly submit content to the marketing department following your admittance into the sponsorship program.
- Consistently tagging MTX on all your social media accounts via posts and stories.
- Representing MTX with integrity and in a professional capacity that helps aid in brand recognition.
- Applicant must have knowledge of products and the ability showcase the capabilities of our performance audio products.
- Keeping MTX up-to-date on all your show, events, and racing activities on a monthly basis.
- Communicating effectively to the MTX marketing staff in a timely and effective manner via telephone, email, and social media.

Finally, the MTX team reserves the right to reconsider sponsorship, if these areas are not met on a monthly basis and the sponsored individual or company will be reevaluate at a designated time if needed.

Your signature below indicates that you understand and agree to MTX Terms of Agreement.

AUTHORIZED SIGNATURE:

The foregoing is in accordance with my understanding:

Owners Signature

Date

Driver Signature

Date

E-mail your completed form to: mtxmarketing@mtx.com

FOR OFFICE USE ONLY	
DATE:	_____
APPROVED BY:	_____