



MTX Audio 2023 Sponsorship Application & Agreement

For over 50 years MTX AUDIO 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 AUDIO. 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 AUDIO is proud to offer sponsorships to individuals and companies who share our interests, values, and passion for the industry and community involvement.

MTX AUDIO sponsorships are limited and to be considered for sponsorships we are looking for individuals and companies who are exceedingly active in the automotive community, in who can provide digital content with brand exposure and will introduce our products to new & current enthusiasts. This does not mean we dismiss requests for smaller builds or unique circumstances so please be accurate and truthful 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 AUDIO will contact the requester directly with the outcome.

As mentioned beforehand, MTX Audio 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 a 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 sponsorship we are looking to partner with individuals who are exceedingly active in the automotive community and those who we believe can and will introduce our products to new & current enthusiasts whose needs closely align with the mission of MTX Audio.

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 Audio in return for discount or full sponsorship on our products.

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

Reviewal 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 Audio 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



**MTX Audio 2023
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E-Mail: mtxmarketing@mtx.com

How did you learn about MTX Audio? _____

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 Audio products, and to display a MTX audio 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 Audio maintains n` approved style guide for brand marking.



Figure A

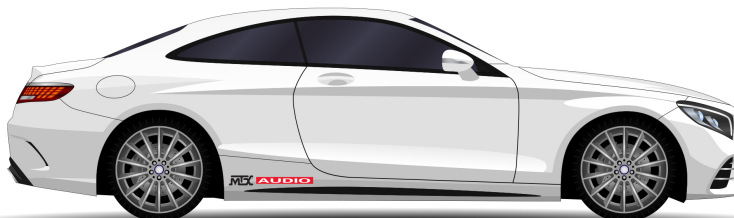


Figure C



Figure B



Windshield Detail

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

Initials



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E-Mail: mtxmarketing@mtx.com

SOCIAL MEDIA:

MTX Audio 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 Audio stays up-to-date with its sponsored partners through social media. .

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 Audio 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 Audio website/blog policy.

Initials

UPDATES / PHOTO RELEASE:

I understand that I am to submit images and press releases of every event, show, race, etc., that I attend. I will provide MTX Audio with a minimum of 5 images (high resolution). These will be used as proof of fulfilling my part of the agreement.

I hereby grant permission to MTX Audio 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 Audio has the right to crop or treat the photograph at its discretion.

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

Initials



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AFFILIATE PROGRAM (U.S. DRIVERS ONLY):

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

The affiliate program allows me to earn commission from sales made using my referral code. My referral code offers fans/users a discount when used at **www.mtx.com**.

My desired affiliate 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 Audio affiliate program policy.

Initials

SHOW DISPLAY / PRODUCT MAINTENANCE:

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

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 Audio in advance.

Initials

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

TERMS OF AGREEMENT:

In return for the MTX Audio products supplied to me under this agreement for use in racing and show activities, I do hereby give MTX Audio my unqualified consent to publish in any form or manner in connection with MTX Audio 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 Audio Terms of Agreement.

Initials



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E-Mail: mtxmarketing@mtx.com

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: _____