



Sponsorship

Link Engine Management Limited (LINK) is the leading supplier of performance engine management systems in our home market, New Zealand. We are internationally renowned and our products are exported to our dealers worldwide, particularly to Australia, USA, UK, Europe, Japan, SE Asia and the Middle East. Considered one of the global leaders in aftermarket engine management systems, LINK is committed to continued growth throughout their key markets.

We have built a strong reputation in designing, developing and distributing automotive tuning solutions for the motorsport sector since 1992, offering an integrated product range of wire-in and plug-in engine management systems. Our current range, Link G4+, provides a reliable, cost effective, mid-level range of engine management systems for the motorsport industry. Our Vi-PEC branded range has been specifically designed for the growing Powersport market.

We are an ambitious company; our thinking is growth-focused. We aim high; we believe the opportunity for growth is global, long-term and well within reach of a technically focused and determined New Zealand-based company. We have long been associated with motorsport success and we are recognised as innovative, professional and reliable.

LINK endeavours to assist as many motorsport and powersport teams and enthusiasts as possible to make a difference. **Unfortunately, we cannot assist all individuals and groups that approach us but we do undertake to consider your application in a fair and deserving manner.**

No sponsorship requests will be considered, if our Sponsorship Application form is not completed and the requested information is not provided. Sorry but we have so many requests that this needs to work for us. We will not accept applications over the phone.

We meet once a month to consider sponsorship requests, so please allow four to six weeks for this application to be considered.

Guidelines to Sponsorship

LINK recognises the value of sponsoring and supporting high-profile drivers, vehicles and teams. No sponsorship from LINK is a 'hand-out' or donation; we aim to develop partnerships to provide LINK with increased exposure in identified motorsport and powersport events and in the media. We aim to enhance our brand and its image; we require sponsorship partnerships with high performing teams and individuals in selected countries.

It is for this reason, and the fact that we receive many sponsorship requests, that we require you to present a formal written proposal including a completed [Sponsorship Application](#) form in order to receive a LINK sponsorship.

Your entire proposal (including our Sponsorship Application) must be emailed or mailed to our Sponsorship Team for review. Each completed sponsorship proposal will receive proper consideration but there is no guarantee that your application will be successful.

Types of Sponsorships Available

LINK offers three types of sponsorships:

1. Event or team sponsorship – LINK will occasionally agree to sponsor a race team or motorsport/powersport event through a combination of financial and product-in-kind support. This sponsorship requires the team or event to provide maximum quantifiable benefits to LINK including substantial media exposure. Teams requiring full sponsorship from LINK will need to be at the top of



their chosen motorsport/powersport discipline in a country where LINK is active or is planning to expansion. *Please note: these sponsorships are VERY rare.*

2. Full in-kind sponsorship – LINK provides a selection of our high-quality products from our performance or race prototype range at no cost to the recipient. This sponsorship will be set at a maximum agreed monetary value. Full sponsorship consideration is only given to proposals with a good level of return for LINK including media exposure in a targeted motorsport/powersport market.
3. Partial in-kind sponsorship – LINK will provide a selection of products from our performance is a performance product range at a heavily discounted price.

Commercial Objectives

Sponsorship is a two-way partnership not a donation. It is an agreement between LINK and our sponsorship partners whereas LINK provides financial and/or in-kind support to a driver, vehicle, team or event, our sponsorship partner, in exchange for their marketing and promotional effort and assisting LINK in their marketing and promotional activities. Our sponsorship partners will:

- make themselves familiar with our products, product features and benefits including knowledge of our Company.
- be willing and able to speak for LINK's product in order to actively promote our company's products in a knowledgeable manner and project LINK's brand values.
- deliver on the promises you made to LINK to secure the sponsorship including promoting LINK through their social media, on their website and on their vehicle, pit displays, photographs, etc.
- conduct yourself responsibly and in a manner appropriate to being a representative of LINK.
- providing regular updates, photographs and joint-promotional opportunities. This may include providing their vehicle to be displayed at industry trade shows.
- work with us to make the sponsorship work and have some fun.

Who or what LINK will not sponsor

LINK will not sponsor drivers, teams or organisations that:

- could damage LINK's reputation or put into question LINK's morals, ethics, values or social responsibility.
- require a financial 'bail-out' to pay for the commercial survival of a driver or team.
- have the potential to polarise the community (for example, events, programs or organisations involving a religious, political, activist or life threatening activity)
- do not involve a specified level of support, i.e. open-ended sponsorships.
- drivers, vehicles, teams and events that support our competition.
- drivers, vehicles, teams and events that will just take our money or products for granted, who expect LINK to support them with little or no effort in return. The "I will put your logo on my car" promise – this is not enough!

Other Considerations

- All sponsorship requests must identify a local LINK dealer or tuner who will support you. If there is not a LINK dealer or tuner in your area, please identify a dealer or tuner that will be willing to support the LINK brand of performance products. LINK sponsorships rely on the endorsement of an automotive tuner or performance garage who is willing to support LINK products, install and tune your LINK ECU and accessories.
- We cannot help everyone, we are sorry but it is a commercial reality. All sponsorship allocations are subject to normal budgetary considerations.
- We will take 4-6 weeks to process your application. Please be patient and plan ahead.



Sponsorship Application

(please type or print)

Date: _____

Individual/Team: _____

Address: _____

Suburb: _____ City: _____ Zip/Postal Code: _____

Country: _____

Team Contact: _____

Email: _____

Phone: _____ Mobile: _____

Has your organisation requested funding from LINK in the past Yes No

If yes, when was the last contribution made, and what was the amount Year _____ Amount* \$ _____

(*equivalent value if in-kind sponsorship)

Brief description of your Motorsport/Powersport history:

What Motorsport/Powersport Discipline do you compete in: _____

What assistance would you like from LINK:

In what country (incl. state/province) do you compete: _____

Anticipated sponsorship period/date of event: _____

List of current team members & their roles (if applicable):



VEHICLE INFORMATION (if applicable)	
Make:	Modifications:
Model:	
Year:	
Engine:	Brief description:
Colours:	

CURRENT SPONSORS	
Company name:	Contact & Phone:
1.	
2.	
3.	
4.	

LATEST EVENTS ATTENDED & RESULTS (if applicable)	
Event & Date:	Placings/Awards:
1.	
2.	
3.	
4.	

FUTURE EVENTS YOU PLAN TO ATTEND	
1.	
2.	
3.	
4.	
5.	

What Social Media do you use? (Please add address, name or hash tag)	
1. Website:	4. Twitter
2. Facebook:	5.
3. Instagram:	6.



6. **IMPORTANCE** – Why was LINK your choice of ECU and performance products for your vehicle?

7. **RECOGNITION** - How will LINK's contribution to you be recognised?

8. **PROMOTION** – How often will you add content to your website/social media accounts? Do you have a theme for these posts? How often will you send hi-res photographs to LINK?

9. **WHERE TO SEND REQUEST**

SPONSORSHIP TEAM
Link Engine Management Ltd
2 Baigent Way
Middleton CHRISTCHURCH 8024
NEW ZEALAND
or
Email: sponsorship@linkecu.com

Please attach your Sponsorship Proposal to this application form.

Signed _____

Date _____



Some of the fine print

1. All LINK sponsorships are valid from the completion of a signed Sponsorship Agreement.
2. All terms and conditions of LINK's sponsorships is contained in the Sponsorship Agreement.
3. LINK reserves the right to charge full retail price or take appropriate steps to recover products that have already supplied on a sponsorship basis, if the sponsor not met the guidelines specified in our Sponsorship Agreement or defaults on their obligations.
4. LINK requires proof that all products are installed on the Sponsored Party's vehicle, either through first-person observation by a LINK dealer, a LINK staff member or through photographs, within 60 days, or agreed period, of receipt of delivery. If you fail to supply proof of installation LINK will deem the Sponsorship Agreement void.
5. LINK may terminate the Sponsorship Agreement if the Sponsored Party engages in conduct or commits an act which could damage LINK's reputation or put into question LINK's morals, ethics, values or social responsibility, or cast LINK in an unfavourable light, anywhere in the world, including, without limitation, conduct or acts which, in the New Zealand would be a crime in common law.
6. Sponsorship proposals containing fraudulent and misleading information will be prosecuted to the fullest extent of the law.
7. If the sponsorship is a "Full In-kind Sponsorship" the product is on loan to the Sponsored Party. LINK owns the sponsored products and will loan the products to the Sponsored Party for the duration of the Sponsorship Agreement.
8. All right, title and interest in LINK products, promotional materials and documentation, including without limitation all copyrights, patent rights, trademark and service mark rights, trade secret rights and other intellectual property rights are and will remain the property of Link Engine Management Limited, and such items may only be used by the Sponsored Party as expressly permitted hereunder.