

MOROC Sponsorship Form

Effective sponsorships engage the customer, personalize the brand, and create a meaningful link between the company and the consumer. Sponsorship is a tool that will enable your brand to expand its visibility in our key markets. Sponsoring MOROC will allow us to inform consumers about your new products in a manner that is acceptable and unobtrusive. It links your brand attributes and values with your customers' values, reinforces your brand positioning efforts (such as advertising and promotion) and provides a platform to deliver credibility for your brand.

Sponsoring MOROC should be a strategic component of your marketing mix. In part of our marketing mix, we provide brand recognition, media exposure on both national and local levels, promotion, advertising, direct marketing, and personal selling. Evaluate the overall opportunity, its media value, and the impact of this program on a regional/national basis, and determine if it fits with your marketing brand strategies and general sponsorship guidelines.

Company Name: _____

Contact Name: _____

Contact Phone Number: _____ Ext. _____

Contact Email: _____

Company Fax Number: _____

Company Address: _____

Company Website: _____

Specific Brand, Product, or Service to promote: _____

Marketing Objective/Focus/Target Audience: _____

Do you currently have a company or product logo: Yes No

Do you currently have a brand established? Yes No

What does your Brand currently stand for: _____

Is your company image visualized within your brand: Yes No

If no, what is your companies' current image? _____

What season are you looking to sponsor: 2010 2011 2012 (circle all that apply)

What marketing strategy would you like to use? (circle all that apply)

Local Event Entry Level Bronze Silver Gold Platinum

Are you interested in sponsoring a single event, a 3-event series or all events? _____

Do you have enough banners printed to send us: Yes No

Do you currently have a company who will make you banners? Yes No

Do you have online banners or blocks you can send us: Yes No

Do you have currently have decals you can provide 60 racers: Yes No

Do you have any television commercials about your company or brand: Yes No

If yes, what length are your commercials: _____

If no, do you see any potential merit in having commercials: Yes No

Are you planning to be a contingency sponsor awarding cash or product: Yes No

MOROC will review this information and get back with you...generally between 2-3 business days to discuss these opportunities more in detail. What time of day is best to reach you? Morning Afternoon Evening Time: _____

The rest of page left blank for questions you may have about our service or events. We want to know how we can better serve you.
