

katzkin[®] **SPONSORSHIP PROPOSAL REQUIREMENTS**

Katzkin Leather, Inc. pursues sponsorship opportunities that clearly and aggressively enhance the brand by portraying the value and quality of Katzkin automotive leather interiors to a broad spectrum of consumers. We consider many sponsorship proposals every month, but there are a limited number of opportunities available. Only those proposals that are determined to provide the greatest media exposure for the Katzkin brand are approved for either full or partial sponsorship.

To be considered, sponsorship applicants must send a complete proposal to: sponsorships@katzkin.com. Your proposal must include the following:

1. Formal letter of proposal specifying the vehicle's previous show and media experience, if any, as well as any awards the vehicle has won.
2. Description of the vehicle. Only model years 2017 to present will be considered for sponsorship.
3. Anticipated show attendance including number of shows over the coming year, names of the venues, booth numbers and locations, and show dates.
4. Anticipated print media exposure including names of the publications, letters of intent from editors and issue dates.
5. Anticipated televised media exposure including names of the programs on which the vehicle will appear, air times and market regions.
6. Photos of the vehicle taken from several angles, including interior shots.
7. Your contact information, including name, address, phone numbers and email address.

Please allow us 2-4 weeks to review your proposal. You will be notified of our determination by email or by phone. If your proposal is accepted, you will either be approved for a FULL sponsorship (no charge for leather seat covers, door panel material or interior options such as piping, perforation and contrast stitching), or for a PARTIAL sponsorship (standard wholesale price of the chosen interior). Sponsorships do NOT include the cost of installation. You will be referred to an authorized Katzkin installer closest to your zip code.

SPONSORED VEHICLE REQUIREMENTS

A small Katzkin seat tag will be sewn into both front cushions of the interior. While on show display, the Katzkin logo must be present outside the vehicle, either on appropriate signage or on vinyl decals placed on the vehicle's exterior. The front windows must be rolled down to expose the interior and the doors must be unlocked. The Katzkin logo is a registered trademark of Katzkin Leather, Inc. and its use on sponsored vehicles does not grant the vehicle owner rights to use the logo for any purpose other than those specified herein.

Any media exposure the vehicle receives must include mention of Katzkin Leather, Inc. Representatives of the publications or other media should be directed to Katzkin's Marketing Department for comments at (323)725-1243. Any photos taken of the interior for publication must prominently show the Katzkin logo.

Failure to adhere to any of these requirements will result in revocation of your sponsored vehicle status and you will be charged the full retail price for the interior.

Your signature below does not guarantee approval of your sponsorship proposal. **By signing, you acknowledge your acceptance of the terms of sponsorship as outlined above.** No sponsorship proposal will be considered without this signed acknowledgement attached to it. For more information, contact the Katzkin Marketing Department.

Print Name _____

Signature _____

Date _____