



# *NGK Spark Plugs Canada Limited Race Sponsorship Program*

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Thank you for your interest in the NGK Spark Plugs Canada Limited race sponsorship program. The purpose of this document is to inform you about the terms and conditions of this program and also provide the guidelines on how to apply for sponsorship.

The NGK race sponsorship program primarily consists of product sponsorship (i.e., Spark Plugs, Ignition Wire Sets) on an annual basis. No monetary support is provided under this program. The program is open for all individuals and teams, who wish to participate and compete in organized and legal motorsport events all across Canada.

## **Terms & Conditions of the Sponsorship**

To qualify under this program, each sponsored team/individual should participate in at least 2 (or more) professionally organized motorsport events in Canada. As an integral part of this program, each sponsored individual or team must sign a “Release of Liability Form” provided by the NGK, along with the other required documentation, within 60 days of approval of their application.

The following is the brief list of terms and conditions that each sponsored individual or team must comply with:

1. NGK Spark Plug decals must be prominently displayed on the race vehicle at all races, meets, practices, shows and promotional events. (Minimum sizes: 3” on Motorcycles and ATV’s, 5” on personal watercraft, 8” on race cars and boats where possible)
2. NGK Spark Plugs 25” decals must be displayed prominently on both sides of the race vehicle transporter. (Minimum 8” decal for small transporters)
3. NGK Spark Plug patches must be worn prominently and clearly visible on all racing suits and uniforms worn by the racer and team members.
4. NGK Spark Plugs must be used exclusively in the race vehicle, for the length of the sponsorship.
5. NGK Spark Plugs Canada Limited and its representatives will have authorization (non-exclusive sub-license) to use the driver/team’s name and accompanying logo solely for marketing purposes and will be allowed to use them in any medium in any promotional activities of NGK Spark Plugs Canada Limited.



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6. Proper credit and recognition must be given to NGK in all publications, events and any applicable activities/meets.
7. Submit high resolution pictures of the driver, team and vehicle along with a piece of writing on team accomplishments to NGK Spark Plugs Canada Limited (to be displayed and used by NGK for solely marketing and editorial purposes).
8. Any products provided by NGK Spark Plugs Canada Limited through the sponsorship program are intended to be used by the sponsored individual or team only. Any selling of sponsored product is strictly prohibited.
9. Submit periodic updates on race results by email to NGK Spark Plugs Canada Limited.

NGK Spark Plugs Canada Limited can terminate the sponsorship agreement if the sponsorship recipient engages in conduct or commits an act which would endanger the good name and reputation of NGK in an unfavorable light, or any way bring NGK into disrepute anywhere in the world.

In the event that the sponsorship recipient is unable to fulfill the obligations outlined in the sponsorship agreement, the sponsorship agreement is void. In the event of a voided sponsorship agreement, the sponsorship recipient must pay NGK Spark Plugs Canada Limited the full retail price of all the received parts and future applications will not be accepted.

### **How to apply for the sponsorship**

To apply for the sponsorship, each interested team and individual must submit a completed “NGK Race Sponsorship Application”, which is available online on our website [www.ngksparkplugs.ca](http://www.ngksparkplugs.ca), under the racing section. Completed applications will be accepted from the beginning of November to the end of February every year.

Any applications received after this time frame will not be considered for the current season. Keep in mind that only completed applications, with all the required documentation, will be considered for the sponsorship. While submitting your application for sponsorship please include the following documents along with the application:

1. Completed “NGK Race Sponsorship” application form.
2. Driver and Team Resume (include recent and past accomplishments).



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3. Copy of driver's license from the sanctioning body.
4. Previous year results.
5. Photographs for the team, driver and vehicle.
6. Your event schedule for the upcoming season.
7. List of your current sponsors.

Please mail your completed application to the following address:

Attention: Race Coordinator  
NGK Spark Plugs Canada Limited  
505 Apple Creek Blvd, Unit 1  
Markham, Ontario L3R 5B1  
Email: [racing@ngksparkplugs.ca](mailto:racing@ngksparkplugs.ca)



NGK Spark plugs Canada Limited will contact the teams and/or individuals that have been selected for the sponsorship program by March 31<sup>st</sup> of every year. We look forward to assisting you in achieving your goals and provide you with a winning edge.

Thank you for your interest and support in our products. If you wish to be considered for sponsorship, please complete the sponsorship application and mail it back to us with your proposal and other required documentation. Good Luck!



# *NGK Spark Plugs Canada Limited*

## *Race Sponsorship Application*

Thank you for choosing NGK Spark Plugs Canada Limited. In order to help us qualify you for sponsorship we ask that you fill out this application. Upon completion of this application please return it to NGK Spark Plugs Canada Limited along with all of the required documentation. Pictures of the vehicle should accompany all applications.

### Contact Information

Applicant's Name \_\_\_\_\_ Team Name \_\_\_\_\_

Driver's Name \_\_\_\_\_ Manager's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_  
(No P.O. Boxes) \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Team Information

Racing Series \_\_\_\_\_ Category/Class \_\_\_\_\_

Sanctioning Body \_\_\_\_\_ Past year's Ranking \_\_\_\_\_

Total Team Members \_\_\_\_\_

Race / Event Entries in the past year \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Team Accomplishments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Current Sponsors \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# NGK Spark Plugs Canada Limited Race Sponsorship Application

## Vehicle Information

Type of Vehicle \_\_\_\_\_ Make \_\_\_\_\_

Year \_\_\_\_\_ Model \_\_\_\_\_ Engine \_\_\_\_\_

Modification Details \_\_\_\_\_

Please describe in detail your reason for choosing NGK as your sponsor company?

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Please tell us why you feel you should be considered for sponsorship by NGK and how it would benefit NGK Spark Plugs Canada Limited?

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Please list your requirements from NGK.

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**Submit your application to:**

**NGK Spark Plugs Canada Limited  
505 Apple Creek Blvd. Unit 1  
Markham, Ontario L3R 5B1**

**Attn: Race Coordinator**

Please attach following documents to your application:

1. Driver and Team Resume (Include recent and past accomplishments).
2. Copy of driver's license from the sanctioning body.
3. Previous year results.
4. Photographs for the team, driver and vehicle.
5. Your event schedule for the upcoming season.
6. List of your current sponsors.

**\* No post office box accepted, must have full mailing address.**