



## **2019 BRAND AMBASSADOR APPLICATION – CAR CLUB/TEAM SHOW VEHICLES**

Dear Automotive Enthusiasts,

Thank you for requesting information regarding sponsorship with Meguiar's, Inc<sup>®</sup>. This guide is provided to assist you in submitting a proper proposal for the opportunity to become a 2019 Meguiar's<sup>®</sup> Brand Ambassador. It is very important that all criteria are met, as each one is evaluated and will determine the type of sponsorship you might receive.

Meguiar's<sup>®</sup> offers various sponsorships based upon the involvement, participation, exposure and commitment of the car club/team. If sponsored, your car club/team should be honored that Meguiar's<sup>®</sup>, the leading manufacturer of surface care products in the world, will entrust you to uphold our 100+ years of legacy and reputation.

Meguiar's<sup>®</sup> is thorough in selecting the people and vehicles we entrust to represent our company. All over the world, individuals and clubs/teams display our name and recommend our products because they believe in our brand. These are our passionate and loyal enthusiasts. We recognize our Brand Ambassadors as trendsetters in this industry who are organized, knowledgeable and uphold our values. They consistently push the envelope in their chosen market.

We will carefully review your application, as we value the time and effort you have put forth in preparing it.

The instructions to follow address the necessary criteria to include in your proposal. Please be thorough in completing the attached document, as these are necessary for our consideration. We look forward to reviewing your submission. GOOD LUCK!!!

**Applications must be submitted via U.S. Mail ONLY, no emails or faxes will be considered.**

**Mail this information to:**

Meguiar's, Inc<sup>®</sup>  
Attn: Sponsorship Department  
17991 Mitchell S  
Irvine, CA 92614



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NAME OF CAR CLUB/TEAM: \_\_\_\_\_ PHONE: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

CONTACT NAME (MUST BE PRESIDENT OF CAR CLUB): \_\_\_\_\_ EMAIL: \_\_\_\_\_

SHIP TO ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
(NO P.O. BOXES)



# \_\_\_\_\_  
FANS/FOLLOWERS



# \_\_\_\_\_  
FANS/FOLLOWERS



# \_\_\_\_\_  
FANS/FOLLOWERS

MEMBERS ON TEAM: \_\_\_\_\_ NUMBER OF CARS: \_\_\_\_\_ OF THOSE, HOW MANY "TOP PERFORMERS?": \_\_\_\_\_

PREVIOUSLY SPONSORED BY MEGUIAR'S®?: Y/N WHAT YEAR(S)?: \_\_\_\_\_ HAVE YOU APPLIED BEFORE?: Y/N

**PROPOSALS MUST BE MAILED. EMAILED/FAXED PROPOSALS WILL NOT BE ACCEPTED.**

**INCLUDE ALL OF THE FOLLOWING:**

- Cover letter including your car club/team's Car Crazy® story: What brings you all together? (1 page or less)
- Recognition and awards received, future goals
- 2-4 photos of each car, but not limited to: exterior, interior, personal touches (prints only, no cd's or thumb drives)
- Modifications: Exterior, Interior, Wheels, Tires, Audio/Visual, Under Hood Additions, Suspension, etc.
- Current Sponsors (if applicable)
- Magazine/Media/Social Media Exposure
- Event names, dates, and number attended in the past year
- Upcoming events vehicles will participate in, special placement (booth, VIP display, etc.)
- Anything in particular you would like us to know

If chosen by Meguiar's®, you will receive a welcome package including an assortment of products and sponsorship decals. Please display these decals in a visible location on each vehicle. (We prefer the driver's side lower windshield corner.) Within one (1) month of receiving this package, you MUST send us digital or hard copy non-copyrighted photographs of each vehicle displaying the Meguiar's® logo.

By signing on behalf of my car club/team below, I acknowledge that I have read this agreement and have provided an accurate and truthful report. I understand that failing to make a truthful representation may result in the termination of my application for my car club/team. **IF YOU ARE ACCEPTED AND YOU DO NOT MEET YOUR RESPONSIBILITIES AS AN AMBASSADOR, YOUR SPONSORSHIP WILL BE TERMINATED.** If you have any questions, please call 800-854-8073 and ask to speak with the Sponsorship Department or email us at sponsorship@meguiars.com.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
**(We must have your hand signature to review the proposal/NO electronic signatures will be accepted)**

Once your application is received, we will contact you via email or mail within in 1-4 weeks with the status of your proposal.

**Good Luck! –Meguiar's® Sponsorship Team**