



GU Energy Gel/USAT Event Sponsorship Application 2003



USAT Approved _____ Not Approved _____	For SSM/USAT use only Received _____	SSM Approved _____ Not Approved _____
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Event Information: (Application must be received sixty (60) days before event date)

Today's Date _____ Event Date: _____

Event Name: _____

Event: Location: _____

Race Director/Organization: _____ Contact Person: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Mailing Address:

Street: _____

City: _____ State: _____ Zip: _____

Shipping Address: (For event product. No PO Box please.)

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____

Has this event been sponsored by GU Energy Gel before? _____ How many years? _____

How many years has this event been held? _____ Charity Tie-in: _____
(strongly suggested)

Segment Distances: swim _____ bike _____ run _____

Distance type: _____ Number of aid stations: _____

How many participants at the event last year? _____

Number of participants expected this year? _____

Who are your other sponsors? _____

How will the product be used? Goodie Bags _____ Registration Packets (pre-event) _____ On the course _____

Event must be affiliated with a retail store - Name of shop _____ Do they carry GU Energy Gel? _____

What type of exposure will GU Energy Gel receive? (please check all that are available)

- Pre-Event Product Literature Distribution _____
- Web Site Links _____
- Access to event mailing lists _____
- Brochure/ Info cards in goodie bags _____

Logo Placements:

- Advertisements _____
- Posters _____
- Flyers _____
- Registration Forms _____
- Event T-shirts _____

Other Event Exposure (please specify) _____

GU Energy Gel is committed to improving the experience of all triathletes regardless of distance or ability. One of the ways we hold to this commitment is by sponsoring events that we feel will greatly benefit from our product. In order for GU Energy Gel to continue our support of events, we must find opportunities that mutually benefit both the event and GU Energy Gel and we will ask you to commit to the following obligations if your event is selected for sponsorship.

GU Energy Gel must be the exclusive energy gel of your event.

You must agree to place the GU Energy Gel logo on all placements you indicated above in this application in compliance with the terms outlined in the "GU Registered Trademark Usage Guidelines."

You must supply GU Energy Gel with samples of all materials where the GU Energy Gel Logo appears. Please send to: GU Energy Gel/Event Sponsorship, 1221 Eighth St., Berkeley, Ca 94710

GU Energy Gel may provide collateral or product information and/or samples which the race director will distribute in participants race bags.

You may be asked to provide GU Energy Gel at each or specific aid stations on the course and/or the start and finish areas.

When GU Energy Gel is on the course, please distribute before a water supply station.

GU Energy Gel Banners and/or signage must be placed in the start and finish areas.

GU Energy Gel, if it chooses, will be provided with, at least, one 10 foot x 10 foot booth space in the event exposition area to set up a sampling area to distribute samples and to sell product, T-shirts, hats, and other materials. We will also be allowed to set up a booth the day of the event for the same purposes.

Please provide GU Energy Gel with 4 complimentary entries to your event. Forward entries to: GU Energy Gel/Event Sponsorship, 1221 Eighth St., Berkeley, Ca 94710

GU Energy Gel is not responsible for lost or stolen product.

Sponsorship product must be used for this event only. If product is found to have been sold or traded by race director, employee or event volunteers for personal gain, the event will be invoiced for all product sent.

Please appoint a dedicated contact who will be directly responsible for coordinating and fulfilling the obligations of this agreement. The appointed person should follow up with us 30 days prior to the event via info @gusports.com to see if you will receive event sponsorship

You will receive written notification if your event is accepted for sponsorship. No other form of "proof of approval" will be honored.

This application for event sponsorship must be received no later than sixty (60) days before your event. Please fax to: 510-527-4199 or mail to: GU Energy Gel/Event Sponsorship, 1221 Eighth St., Berkeley, Ca 94710. We appreciate your patience in allowing us time to review your application and you will receive a response, in writing, as to our decision.

I agree to the terms of this sponsorship agreement and understand my responsibilities in fulfilling all obligations if this event is chosen for sponsorship.

Signature _____

Date _____

Print Name _____

Contact Person _____