

Castrol North America – Sponsorship Criteria Requirements

As you might imagine, we receive a number of requests for a variety of sponsorships from across North America. In order for us to most effectively evaluate each proposal we receive, we have established criteria that will provide us with the pertinent information we need. Including all of the data requested below will improve your chances of a prompt response.

Timeframe:

1. **Submitting a proposal to Castrol North America**
To allow us enough lead-time to line up appropriate resources, your proposal **must be submitted at least 6 months prior to the start date of the event/project**. We will **not** consider proposals submitted outside of this timeframe.
2. **Castrol North America Response**
You should expect a reply within 3 months.

What to send and where to send it:

1. **Brief detailed description of sponsorship**
2. **Contact Information**
3. **Fees and Payment Terms/Schedule:**
All costs Castrol is expected to pay, including sponsorship fee, Value In Kind, promotional fees, signage, literature, printing costs, creative/production costs, equipment, merchandising, etc.
4. **Direct On-site Sales Opportunities:**
Include a three-year history of Castrol or non-Castrol motor oil product sales as well as projected motor oil product sales over the next three years. If this is a new venue with no previous motor oil related sales, please explain why this is an ideal Do-it-Yourself (DIY) automotive demographic.
5. **Castrol Benefits:**
Include items such as:
 - TV exposure
 - Radio exposure
 - Newspaper exposure
 - Website visits
 - Complimentary tickets
 - Hospitality
 - Access to special events at the property etc.Quantify as appropriate.
6. **Product/Category Exclusivity**
7. **Marketing Opportunities:**
On-site and off-site, such as co-sponsor promotional activities, Consumer and Trade promotions available to Castrol, etc.
8. **List of Other Sponsors:**
Indicate whether they are potential or committed. Also please indicate historical sponsors and length of association.
9. **Term:**
Annual, two-year, three-year, etc.
10. **Number of Events per annum**
11. **Attendance:**
Annual ticket sales, paid and unpaid, trend history for the last three years, future projections for three years
12. **Demographics:**

Include where applicable (ie: if noticeably different), the following demographics for both attendees *and* the media audience.

- a. Age;
- b. Gender;
- c. % Do It Yourself (ie: change their own oil);
- d. Ethnic origin;
- e. Income profile; and
- f. Any other applicable information

13. Any Other Pertinent Information

Please include as much of this information as possible when sending your proposal to Castrol.

Once your proposal is complete, please forward by mail to the address below:

**Sponsorship Department
Castrol Consumer North America
1500 Valley Road
Wayne, NJ, 07470
USA**

We appreciate your interest in Castrol North America as a potential sponsor and look forward to receiving your sponsorship proposal.