

"The NADP Teamwork Program"



Sponsorship Overview

North American Diesel Performance is always looking for new and innovative ways to promote our name and products. Through sponsorships, new doors open and new paths are paved for relationship between customer, sponsored individual/team and NADP. We believe that this is an avenue that must be explored and considered. Whether you are a competitive driver, motocross team, rodeo participant or diesel truck racing team, NADP is always looking for team players.

What NADP can offer to you

We can supply you with promotional items like:

- Brochures
- T-Shirts
- Hats
- Name and visual recognition through our websites, trade shows, customer appreciation days and our AAB
- Race track recognition
- Discounted pricing on NADP products
- Creative design ideas for branding and promoting of your equipment and vehicles
- Production of ideas through Printing Companies and other shops
- An endless supply of other possibilities. The more creative the more we are interested

What NADP requires of you

We believe that through sponsoring a team or individual that the person/team can suit our needs as a company by:

- Meeting our demographic (the venues you will be a part of will have individuals that will be interested in the NADP name and their products, which will open up avenues of name recognition for both parties)
- You be able to promote and stand by the NADP name (no other competitor of NADP represented by the individual/team while being sponsored by NADP)
- You can become an outsourced sale person for NADP and their products. Basically when approached by fans, media or press, recognition is given to NADP for sponsoring you and/or your team
- You will have some knowledge of the company, what we do and what we sell
- You and/or your team will be available for promotional /media driven days that NADP may require you to attend
- NADP will be allowed to use your name and/or team name through advertisements, and other media
- The NADP name will be clearly displayed on participating equipment, individuals and/or website of the sponsored



The Process

If you are looking to be sponsored and believe that we would make a great fit for you or your team we would like to know. Put us together a proposal stating why we can help each other achieve success through teamwork.

- Tell us about yourself, how long you have been in your related field of competition, any awards you have received, etc. Brag about yourself and/or your team. Sell us on the idea of sponsoring you and why it would be great to team up
- The venues you will be participating in and the goals you would like to achieve for the season.
- What can you offer NADP during your season of competition? Like promotion of NADP, place finishes, etc.
- How do you want us to sponsor you? The creative ideas you may have. Like full out imaging of your vehicle or equipment, promo items you will require, decals you will require, etc.
- What is the proposed value of money you require from us
- Any other information you feel will sway us to sponsor you.

Please feel free to mail, email or drop off your proposal for NADP to view. We prefer all sponsorship proposals be in at least 4 months before your season of competition begins. Please address all packages as follows:

Dennis Michael
Marketing Manager
North American Powertrain Components
North American Diesel Performance
12836-151 Street
Edmonton, Alberta
T5V-1G8
CANADA

or email to:

Dennis Michael
Marketing Manager
NAPC-North American Powertrain Components
NADP-North American Diesel Performance
dennis@nadp.ca

Please put in subject line "Sponsorship Proposal"

To meet in person please call us at 780-456-4498 or 1-866-456-4498 to make an appointment with Dennis Michael.