

Morimoto SEMA Sponsorship Application

How to apply for a SEMA sponsorship

To apply for a SEMA product sponsorship send an email with this completed application, your booth confirmation letter, or other proof of attendance to content@MorimotoLighting.com

Your email should contain a brief history of the owners show achievements, mechanical specifications, vehicle modifications, 3-5 high quality images of the vehicle from different angles. Also include your username or profile link to any / all social media accounts. Facebook, Instagram, YouTube, Twitter, etc...

Please indicate which products you are interested in receiving as part of your sponsorship.

It is important to clearly state the sponsorship tier that you are applying for and to provide as many details as possible to ensure that you can fulfill all relevant requirements. Also taken into consideration for the sponsorship tier you are awarded will be your location at the event. The more prestigious location the more likely you will be to receive the best sponsorship.

Morimoto SEMA Sponsorship Approval Process

Each sponsorship proposal is considered separately and approved or denied based on its merits and the current sponsorship availability of each tier. The amount and quality of detail that is provided will increase the likelihood of acceptance into the Morimoto Lighting SEMA Sponsorship Program.

Morimoto SEMA Sponsorship Conditions

As part of the Morimoto SEMA sponsorship agreement, the owner agrees to all requirements of the Tier level that the owner was accepted into. The vehicle owner/driver must provide Morimoto with high quality images of the vehicle with the sponsored product installed and appropriate Morimoto logo signage in place. Images should also be submitted after all shows and events. As a sponsor, Morimoto and affiliate companies reserve the right to use any submitted images of the vehicle for marketing and advertising purposes.

As a SEMA sponsored vehicle, the owner/driver will receive a predetermined discount off the market suggested retail price for most Morimoto products, as well as promotional items to wear and disperse at events, which is available upon request.

We expect that all sponsors will behave in a manner that reflects positively on themselves, SEMA, and Morimoto Lighting. Please keep the product on your vehicle as long as you can, and continue to post pictures and videos on social media featuring the product. A long history of partnership and support will go a long way to ensuring future sponsorship approvals.

See next page for SEMA Sponsorship Tier Levels:

Morimoto Sponsorship Tiers

Silver

- 25% off MSRP for most products
- Booth Confirmation or SEMA Entry Letter Required
- Indoor or Outdoor Parking
- Use social media tags #MorimotoLighting **AND** #TeamMorimoto and share pictures of your vehicle with product installed
- Feature Morimoto logo sticker on vehicle
- Add “Sponsored by Morimoto Lighting” in social media bio with link to <https://www.MorimotoLighting.com>

Gold

- 40% off MSRP for most products
- Booth Confirmation Required or SEMA Entry Letter Required
- Indoor or Outdoor Parking
- Use social media tags #MorimotoLighting **AND** #TeamMorimoto and share pictures of your vehicle with product installed
- Provide high quality photos or video of vehicle with product installed
- Feature Morimoto logo sticker on vehicle
- Add “Sponsored by Morimoto Lighting” in social media bio with link to <https://www.MorimotoLighting.com>

Platinum

- 60% off MSRP for most products
- Booth Confirmation Required (*no non-booth parking accepted*)
- Indoor Parking Only
- Use social media tags #MorimotoLighting **AND** #TeamMorimoto and share pictures of your vehicle with product installed
- Provide Morimoto with high quality photos of vehicle with product installed.
- Provide Morimoto with high quality video of vehicle with product installed.
- Include Morimoto logo in vehicle livery design
- Add “Sponsored by Morimoto Lighting” in social media bio with link to <https://www.MorimotoLighting.com>

Prestige

- 100% off MSRP for most products
- Booth Confirmation Required (*no non-booth parking accepted*)
- Indoor Parking Only
- Use social media tags #MorimotoLighting **AND** #TeamMorimoto and share pictures of your vehicle with product installed
- Provide Morimoto with high quality photos of vehicle with product installed.
- Provide Morimoto with high quality video of vehicle with product installed.
- Include Morimoto logo in vehicle livery design
- Add “Sponsored by Morimoto Lighting” in social media bio with link to <https://www.MorimotoLighting.com>

Morimoto SEMA Sponsorship Application Form

Applicant Information

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

Facebook Page: _____

Instagram Handle: _____

YouTube Channel: _____

Other Media/Magazine Exposure:

Vehicle Information

Make: _____ Model: _____ Year: _____

Current Modifications: _____

Upcoming Modifications: _____

Other Participating Sponsors: _____

Current brand of headlights: _____

Current brand of taillights: _____

Current brand of Off-Road Lights: _____

Current brand of accent lighting: _____

Requested Product(s): _____

Requested Sponsorship Tier

Gold Silver Platinum Prestige

Once the application is received, you will be contacted within 1-3 weeks on the status of your application.

By signing below you agree to the terms of the Morimoto SEMA Sponsorship Program as stated above

Signature: _____

Date: _____