



## Prospective Licensing Application

Please fill out the attached application form and return to NASCAR, Inc.

Please check off the following box(s) to ensure that the requested content has been included. If an application is returned without all of the required information it will be considered incomplete and will not be processed. The Preferred Information, although not required, will significantly accelerate the application process for the purposes of negotiating a licensing contract with the National Association for Stock Car Auto Racing, Inc. ("NASCAR").

### Required:

- A completed Prospective Licensee Application Form ensuring that all information contained on the application is truthful and correct.
- Sales catalog and Sample/Prototype of product.
- At least two (2) reliable bank references, including account numbers and a letter on your company letterhead authorizing the bank(s) to release information to NASCAR.
- At least two (2) reliable trade references.
- Budgets and/or Forecasts for upcoming years.
- Certificate of Insurance evidencing appropriate commercial general liability insurance and professional liability insurance in amounts applicable or consistent with the type of product requested to be licensed.
- This completed application must be accompanied with a check made payable to "NASCAR, Inc.", in U.S. Dollars in the amount of \$250.00 as an administration fee, which is non-refundable and non-transferable unless otherwise authorized by NASCAR. This completed application will not be considered for approval unless accompanied by the administration fee. Electronically-submitted entries will not be considered. NASCAR is under no obligation to accept or approve this application. The acceptance of this application and fee by any NASCAR employee and the depositing of accompanying funds by NASCAR do not constitute approval of this application.**

### Preferred Information:

- Letter(s) of recommendation from retailers regarding product quality/service/delivery.
- Annual Report and/or Financial Statements.
- Newspaper and/or magazine articles about your company.

**For NASCAR, Inc. use only:**

1. Date Application received: \_\_\_\_\_

2. Initials: \_\_\_\_\_

## NASCAR Prospective Licensee Application Form

### I. Basic Company Information:

Exact Name of Company: \_\_\_\_\_  
Name of Parent Company: \_\_\_\_\_  
Doing Business As: \_\_\_\_\_  
Address (no P.O. boxes): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Email address of Primary Contact: \_\_\_\_\_  
Headquarter Address, if difference: \_\_\_\_\_  
\_\_\_\_\_  
Date of Inception: \_\_\_\_\_  
Web Site Address: \_\_\_\_\_

### II. Ownership/Management Information:

Principal Owners (complete name, title, business and e-mail address):

1.	3.
_____	_____
_____	_____
_____	_____
2.	4.
_____	_____
_____	_____
_____	_____

Principal Management:

1. President: \_\_\_\_\_  
2. Vice-President(s): \_\_\_\_\_  
\_\_\_\_\_  
3. Sales Director: \_\_\_\_\_  
4. Marketing/Advertising: \_\_\_\_\_

5. Chief Financial Officer \_\_\_\_\_  
6. Quality Control Director: \_\_\_\_\_

**III. Product Information**

1. Description of Products

Product 1:	

Product 2:	

Product 3:	

Product 4:	

2. Properties for which you seek a license (please check all that apply):

- NASCAR
- NASCAR and driver(s)
- NASCAR Sprint Cup Series
- NASCAR Nationwide Series
- NASCAR Camping World Series
- NASCAR Hall of Fame
- NASCAR and track(s)
- Other (Specify) \_\_\_\_\_

Territories for which you seek license:

- U.S.
- Mexico
- Canada
- Other - please list: \_\_\_\_\_

3. Estimated Wholesale/Retail Selling Price/Unit (Please project for all territories):

	Wholesale Price	Suggested Retail Price
Product 1:		
Product 2:		
Product 3:		
Product 4:		

Trade/Brand Names of Products sold by your Company: \_\_\_\_\_

**IV. Manufacturing Information:**

Will your Company actually manufacture this product?  Yes  No

If no, who will manufacture this product? \_\_\_\_\_

Where will the product be manufactured? \_\_\_\_\_

Number of factories utilized in manufacturing product? \_\_\_\_\_

**V. Sales and Distribution Information:**

Company sales volume for past two years: 2010: \_\_\_\_\_ 2011: \_\_\_\_\_

Distribution Capability: National: \_\_\_\_\_ Regional: \_\_\_\_\_ # of States: \_\_\_\_\_

International (please list by separate territory): \_\_\_\_\_

1. In-house Sales Force: \_\_\_\_\_
2. Reps, Jobbers, etc.: \_\_\_\_\_
3. Agents: \_\_\_\_\_
4. Total # of Field Sales Force: \_\_\_\_\_
5. Current Distribution: \_\_\_\_\_

<u>Type of Account</u>	<u>% of Sales Volume</u>	<u>Leading Account Sold</u>
National Chain	_____	_____
Regional Chain	_____	_____
Department Stores	_____	_____
Buying Offices	_____	_____
Discount Stores	_____	_____
Wholesaler	_____	_____
Drug Stores	_____	_____
Convenience Stores	_____	_____
Catalog Stores	_____	_____

Toy Stores \_\_\_\_\_  
 Other (Specify) \_\_\_\_\_

6. Estimate of annual wholesale dollar volume of the items you wish to manufacture under this license:

	Year 1	Year 2
Product 1:		
Product 2:		
Product 3:		
Product 4:		

7. Accounts to whom you plan to sell the Licensed Products:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

8. If you currently manufacture a similar product, what was the Wholesale Volume for the most recent year? \_\_\_\_\_

**VI. Marketing Information**

Please explain your advertising and/or promotion to support the product:

\_\_\_\_\_  
 \_\_\_\_\_

What Type?

Consumer Advertising \_\_\_\_\_ In-Store Materials \_\_\_\_\_  
 Sales/Trade Incentives \_\_\_\_\_ Co-op Advertising \_\_\_\_\_  
 Trading Advertising \_\_\_\_\_ Other \_\_\_\_\_

What amount of advertising, promotion and merchandising funds do you plan to spend in Support of this new licensed product for the first year should you receive the license? \$ \_\_\_\_\_

Does your company have product design and artwork capability?  Yes  No

**VII. Financial Information:**

Bank Reference:

Name: \_\_\_\_\_  
Branch: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Account Number: \_\_\_\_\_  
Bank Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Two (2) Credit References of creditors granting the largest amount of credit to your company:

Name: _____	Name: _____
Address: _____	Address: _____
_____	_____
_____	_____
Account #: _____	Account #: _____
Contact: _____	Contact: _____
Phone: _____	Phone: _____
Fax: _____	Fax: _____
Email: _____	Email: _____

Additional Credit and/or Bank Reference:

Name: _____	Name: _____
Address: _____	Address: _____
_____	_____
_____	_____
Account #: _____	Account #: _____
Contact: _____	Contact: _____
Phone: _____	Phone: _____
Fax: _____	Fax: _____
Email: _____	Email: _____

Please list three (3) trade references we can contact and who would be able to provide NASCAR, Inc. with an opinion on your company's product line and performances:

<u>Company</u>	<u>Contact</u>	<u>Phone</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

**Please attach a copy of most recent audited financial statements.**

Financial Ratios:

Profitability:

	<u>Current Year</u>	<u>Prior Year</u>
Gross Margin:	_____ %	_____ %
Sales minus Cost of Goods Sold/Sales		
Net Margin	_____ %	_____ %
Sales minus Total Expenses/Sales		

Liquidity:

Current Ratio:	_____ %	_____ %
Current Assets / Current Liabilities		
Quick Ratio	_____ %	_____ %
Current Assets minus Inventory/Current Liabilities		
Debt to Equity:	_____ %	_____ %
Long Term & Short Term Debt/Total Equity		

Any instances of Liens/Judgments/Bankruptcies (if yes, please explain):  Yes  No

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**VIII. Licensing Information:**

1. Does your company currently manufacture any other products under licensing contracts?

Yes  No

Specify which licenses your company currently holds:

<u>Licensing Company</u>	<u>Property (&amp; Years under License)</u>	<u>Contact</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

2. Does your company hold licenses for any NASCAR drivers or teams?  Yes  No  
If yes, please specify licenses you currently hold and the term of the license:

<u>Driver/Team and Term</u>	<u>Driver/Team and Term</u>
a. _____	e. _____
b. _____	f. _____
c. _____	g. _____
d. _____	h. _____

3. Does your company hold international licenses?  Yes  No  
Specify which licenses your company currently holds:

<u>Licensing Company</u>	<u>Property</u> <i>(and year under License)</i>	<u>Contact</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

**IX. Timing Information**

Initial marketing date: \_\_\_\_\_  
Date which product can be presented to buyers: \_\_\_\_\_

*Please feel free to supplement this form with other materials to help us evaluate your company.*

I hereby affirm that my answers on this Licensing Application are, to the best of my ability, true, accurate and complete. Information will be verified by NASCAR through credit reporting services. I understand that any license which may be granted to me/my company by NASCAR will be subject to immediate termination, without the return of any amount paid or the abatement of any amount due, in the event that NASCAR finds that I have supplied false, misleading, fraudulent or incomplete information.

I hereby acknowledge the proprietary nature of all terminology and marks of NASCAR's clients and I further acknowledge that all rights, title and interest to such terminology and trademarks belong to each respective client. I agree that I will make no use of any NASCAR client's trademarks or terminology without prior written consent of NASCAR. I understand that



acceptance of this application by NASCAR does not constitute a license or that such acceptance requires NASCAR to enter into any licensing agreement.

I hereby agree that my product and/or concept submitted upon request will be reviewed and accepted or rejected at the sole discretion of NASCAR.

I understand that NASCAR is under no obligation or requirement to keep any of the information contained herein, or otherwise received by NASCAR in connection with the application and evaluation process, confidential. By submitting this application form to NASCAR, the Prospective Licensee specifically waives any rights and claims it may have with respect to the confidentiality of such information as well as any and all claims that NASCAR or any of its employees, successors, assigns, or designees is using, has used, or will in the future use an idea, method, concept, invention, improvement, work of authorship, data, process, discovery, format, or other materials or items that is/are similar or identical to the information submitted in this application.

NASCAR has agreed that any product sample(s), mock-up(s), etc. which I submit upon request will be examined for approval only by NASCAR and the respective clients. I acknowledge that NASCAR may license other products similar to mine without obligation to me. I further understand that any product sample(s), mock-up(s), etc. may not be returned to me at NASCAR's sole discretion.

Information Supplied by: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Officer/Agent of Company \_\_\_\_\_  
Title: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Mail to:

NASCAR, Inc.  
ATTN: Legal Department, Contract Administrator  
NASCAR Plaza  
550 South Caldwell Street, Suite 2000  
Charlotte, NC 28202  
704.348.9600



## Prospective Licensee Business Plan Outline

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### I. Objective

- Concise statement of what your company is trying to achieve.
- Include information with reference to size of market, major competitors, and respective shares of market and current trends.

### II. Strategy

- Include information on what products the NASCAR-licensed trademarks would appear.
- To what extent the license will be utilized, including: advertising and promotional budget, packaging, POS materials, cooperative merchandising agreements, etc.
- Define specific distribution strategies with regards to key retailers.

### III. Tailored Idea

- Specific action(s), concept(s), or program(s) that will be employed to achieve objectives and support strategies. These comments should be more representative of tactics than strategy (e.g., sales meeting to announce/kick-off the launch of product line(s), sales tools, advertising, hangtags, packaging design, POS materials, etc.).

### IV. Terms of Proposal

- Marketing date.
- Product category (define line).
- Sales forecasts for year 1 and year 2 (in wholesale dollars).
- Advertising/promotional budget. (Be specific with regard to dollar amounts and how they are budgeted – e.g., TV, retail, trade promotion, POS materials, etc.).