



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 not be considered complete and will not be processed. Preferred information, although not required, will significantly accelerate the application process for the purposes of negotiating a licensing contract with NASCAR, 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, Inc.
- At least two (2) reliable trade references.
- 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.**
- Budgets and/or Forecasts for upcoming years.

Preferred:

- Letter of recommendation from retailers for product quality/service/delivery.
- Annual Report/Financial Statements.
- Newspaper/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):

- | | |
|---|---|
| <input type="checkbox"/> NASCAR | <input type="checkbox"/> NASCAR and driver(s) |
| <input type="checkbox"/> NASCAR Sprint Cup Series | <input type="checkbox"/> NASCAR Nationwide/Craftsman Series |
| <input type="checkbox"/> NASCAR and track(s) | <input type="checkbox"/> 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: 2007: _____ 2008: _____

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: _____

VII. Financial Information, cont:

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:

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

Liquidity:

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

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 (& Yrs 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>
1. _____	5. _____
2. _____	6. _____
3. _____	7. _____
4. _____	8. _____

3. Does your company hold international licenses? Yes: _____ No: _____

Specify which licenses your company currently holds:

<u>Licensing Company</u>	<u>Property (& Yrs under License)</u>	<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.

To the best of my knowledge and belief, the information contained herein is true and correct and realize it will be relied upon for the purpose of granting credit.

Information Supplied by: _____

Title: _____

Date: _____

The Prospective Licensee understands and agrees that NASCAR, Inc. is under no obligation or requirement to keep any of the information contained herein, or otherwise received by NASCAR, Inc. in connection with the application and evaluation process, confidential. By submitting this application form to NASCAR, Inc. the Prospective Licensee specifically waives any rights and claims it may have with respect to the confidentiality of such information.

Mail to:

NASCAR, Inc.
ATTN: Colby Gorniewicz
NASCAR Plaza
550 S. Caldwell Street
Suite 2000
Charlotte, NC 28202
704.348.9600



Prospective Licensee Business Plan Outline

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, handtags, 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.).