



If you are interested in a partnership with Shimano, please take the time to complete the attached TV/Media Personality Proposal Application and return it to Shimano before 5:00 P.M. on May 31.

TV/Media Personality Proposal Application

Thank you for your interest in becoming a TV/Media Personality for Shimano. We invite you to complete the following proposal and submit it to Shimano before 5:00 P.M. on **May 31** (contact information is at the closing of the proposal application). The completion of this application doesn't guarantee a contract will be offered. Shimano will respond to TV/Media Personalities no later than July 31 for sponsorship of the following calendar year.

Television

1. Name of television program:
2. Length of television program:
3. Program airs on the following network(s):
4. When will program air (day and times):
5. Program shoots between the following months:
6. State(s) program airs in:
7. Types of fishing you do:
8. Viewer numbers reached (not number of households):
9. Shimano will receive (#) commercials produced by (name of tv/media personality) airing over the course of this agreement.
10. Shimano will receive product exposure in every opening of (name of program), editorial mentions in selected show segments, and logo exposure in each program credit roll.
11. (Name of program) will use the product that Shimano chooses to be used for the filming season.

SHIMANO®

Personal Services

1. Personal Endorsement – Shimano can use persona or images of (name of personality) in television, print, web or marketing campaigns. For specified products (name of program) reserves the right to approve all use of persona or images.
2. Personal Appearances – (name of personality) agrees to do product exposure with direct consumer contact at trade shows (how many), seminars (how many), tournaments (how many) and in-store appearances (how many).
3. Editorial Coverage – and product exposure in books, DVDs and videos produced and marketed by (name of program/personality/company), whenever appropriate.
4. Internet Coverage – (name of program/personality/company) agrees to reinforce the Shimano relationship by providing link to (address of your website).

History

1. Please describe your background (years in the industry, other sponsor arrangements, where you are located, etc.)
2. Have you ever had a relationship with Shimano, if so how so?
3. Do you feel there may be any conflicts of interest that would hold you back from representing Shimano to the best of you ability?

Cost

1. (\$ amount) cash per year, plus (\$ amount) of product needed by Shimano. Shimano will service product as necessary through its California location, given reasonable timeframe.
2. Shimano cash will be used for the following purposes:
3. Shimano product will be used for the following purposes:

Contact Information

1. Your Name
2. Your physical address (please no P.O.)
3. Your phone number

Please submit original documents, DVD samplings of programs and any other programming statistics that will verify your application, along with a cover sheet by 5:00 pm on May 31, to: Shimano American Corporation, Fish Marketing Dept., 1 Holland, Irvine, CA 92618