

# Dakota Digital, Inc.

## Product Sponsorship Agreement

### Introduction

To effectively administer sponsorships of individual and company vehicles, Dakota Digital, Inc. utilizes a Product Sponsorship Buy Back program. This ensures that only those effectively earning sponsorship are rewarded and guarantees Dakota Digital's return on its investment of sponsorship dollars.

The "Buy Back" program essentially gives you, the participant, the ability to earn up to 100% of the product cost returned.

The "Buy Back" schedule breaks downs as follows:

<u>Milestone</u>	<u>Amount of purchase price refunded</u>	
Personal Print Magazine Feature	Cover feature	45%
	Inside feature	25%
	Subsequent per feature	15%
Feature Tech Article in Print Media		100%
Tech Article in Print Media Using Product		50%
SEMA / CES or other booth Display Vehicle	Initial	25%
	Subsequent (per show)	15%
Booth display vehicle additions (each eligible show)		
Logo on vehicle or placard near vehicle for purpose of displaying sponsor logos	5-10 sq. in.	10%
	10-20 sq. in.	15%
	20+ sq. in.	20%

### Milestone definitions:

**Personal magazine feature:** Whereas an article is published in a national (not local or regional) print publication. For the article to be considered a feature article, it must be solely listed in the table of contents and the vehicle, not part of a collection of vehicles such as "Reader's Rides". Any electronic media considerations require prior written permission from Dakota Digital.

***Feature technical article:***

This is where a technical article is written on the installation or operation of a Dakota Digital product, limited to print media. Article must be listed in the table of contents. Any electronic media considerations require prior written permission from Dakota Digital.

***Technical article including a Dakota Digital product:***

If a print media technical article is about a group of products or the installation of a product whereas a product from Dakota Digital was part of, but not the focus of the article, this category would be used. Dakota Digital must be listed in the source box to qualify. Any electronic media considerations require prior written permission from Dakota Digital.

***SEMA, CES, or trade show demonstration vehicle:***

This would be a trade only (business to business) show whereas attendance of the trade show was in excess of 10,000 attendees. Consumer shows are not applicable. The product must be within plain view of anyone looking into the vehicle. Dakota Digital highly recommends the use of an AC-DC power supply to keep any instrumentation activated while the vehicle is on display. Additional percentages could be earned if the proper Dakota Digital logo was displayed either on the vehicle in the form of a sticker or on a placard or poster near the vehicle whereas its purpose would be to display the names of the sponsors to the passing attendees.

***Terms of program:***

Upon documented proof, Dakota Digital will refund the appropriate dollar amount based upon the earned percentage of the original purchase price, to the original purchaser. If the product was originally purchased with a credit card, the appropriate amount will be credited back to the original card (or replacement card when necessary). If the product was purchased with a check or with cash, a check will be written to the original purchaser.

***Time and Product limitations:***

Because technological advances give us the ability to improve our product line and marketing focus, any display of older products would not provide as strong a return on investment. Because of this, the participant has up to 18 months to earn the purchase price or partial price back. All claims must be postmarked no later than 18 months after the original invoice date.

Certain products are not available for credit back, ie: power window kits, linear actuators, hidden antennas, etc. Please consult a Dakota Digital representative with your proposed product list and to discuss which products may or may not qualify for reimbursement

***Dollar limit:***

No more than 100% of the product purchase price can be earned.

***Use of material for advertising:***

Dakota Digital, Inc. reserves the right to use the company or project's name as well as any photos of the product, installation, or vehicle in print, video, electronic media, or any other form of Dakota Digital advertising. The person or company also agrees to be a professional representative so as to promote Dakota Digital and its product in a professional manner.

***Use of logo:***

If Dakota Digital's logo is to be displayed, proper logos must be used. Artwork, electronic media, or actual graphic material is available.

***Eligible parties:***

The sponsorship agreement is between Dakota Digital and the original purchaser (participant). It cannot be transferred or sold, nor contain any form of third party. Only products purchased directly from Dakota Digital are eligible for sponsorship.

***Warranty of product:***

Standard warranties apply to any product whether fully purchased or fully or partially "bought back".

***Supporting documentation:***

In order to fulfill terms of the "Buy Back" agreement, the participant must provide the following, via email or traditional mail, in order to receive refund considerations:

*Personal magazine feature:* An issue of the print magazine or photo of the article (along with table of contents) must be submitted.

*Feature tech article:* An issue of the print magazine or photo of the article (along with table of contents) must be submitted.

*Tech article using product:* An issue of the print magazine or copy of the article (along with table of contents) must be submitted.

*SEMA / CES or other eligible booth / event:* Photos of vehicle in show, photos of product in vehicle, and attendance information must be submitted.

*Booth display vehicle additions:* Photos of logo on vehicle, placard, or poster in show must be submitted with above.

**Dakota Digital, Inc. Product Sponsorship Agreement**

*Customer information:*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip, Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

*Vehicle information:*

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

*Product(s) Used:*

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

*Approval:*

Participant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Dakota Digital Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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