



LECONT AND MAXXIS TYRES PRODUCT SPONSORSHIP GUIDELINES

Do you have an upcoming karting event or activity in 2022 that you're looking to provide incentives to increase participation or benefits to the karting community?

Through the supply arrangements with Karting Australia ('KA'), LeCont and Maxxis tyres Australian distributors ('the Supplier') provide product sponsorship for initiatives that will deliver tangible and measurable benefits to the sport of karting, Karting Australia clubs and competitors.

Eligibility

The Suppliers provide product sponsorship for a wide variety of Karting Australia-sanctioned events and activities in exchange for agreed sponsorship benefits. Priority is given to applications that:

- help enhance participation in the sport of karting;
- increase publicity for karting events in specific regions;
- provide a direct benefit to the karting community;
- provide a plan to promote the brand image of the Supplier;
- are specifically targeted at the entry, Club and Zonal level of karting in Australia.

Exclusions

The Supplier will avoid sponsorships that:

- are associated with events or activities not sanctioned by Karting Australia;
- are not consistent with Karting Australia or the Supplier's mission or objectives;
- are for fundraising for third parties, such as team sponsorship;
- are for individuals, such as drivers seeking sponsorship to participate in events or championships; or
- are for an activity that has already occurred or does not allow sufficient lead-time.

Minimum lead times

- The Supplier must receive your application in accordance with the schedule below.
- The Supplier works according to an annual budgeting and planning cycle. Please send your application as early as possible.

	Event/Activity Date	Application Closing Date*
First Quarter – Part 1	January 1 – February 15, 2022	December 10, 2021
First Quarter – Part 2	February 16 – March 31, 2022	January 17, 2022
Second Quarter	April 1 – June 30, 2022	February 1, 2022
Third Quarter	July 1 – September 30, 2022	May 1, 2022
Fourth Quarter	October 1 – December 31, 2022	August 1, 2022

**Dates are subject to change at the discretion of KA and the Supplier*

Application Form

Complete your Request for Tyre Supplier Sponsorship Form by [clicking here](#)

Direct Link: (<https://kartingaustralia.wufoo.com/forms/ms6bcvm0l9eodb/>)



Application assessment

The Supplier will evaluate the sponsorship while considering current priorities and financial allocations.

Sponsorships are limited. The Suppliers receive a large number of applications which meet their eligibility criteria and is not able to sponsor them all.

Products may be provided as complimentary or offered at a discount of 25% or 50% off the Recommended Retail Price.

Your sponsorship request may be declined, or the Supplier may offer a lesser amount than requested. The sponsorship decisions made by the Supplier are final.

Sponsorship proposals take time to consider. Thorough sponsorship assessment ensures sponsorships are planned for the benefit of both the applicant and the wider karting community.

Next stage

Once the Supplier has decided to offer sponsorship, it will enter into a letter of agreement with the club or event organiser. This will outline the benefits agreed to, terms of supply, performance required and evaluation methods.

After the event or activity is completed, the Supplier will evaluate the effectiveness of the agreement to meet its objectives to help with future sponsorship considerations.

Where the Supplier is unable to provide sponsorship, applicants will be notified by email.

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