

# XPS RACING SQUAD SPONSORSHIP PROGRAM

*To be a successful racer, it takes a tremendous amount of skill, work, and determination.  
We understand just how hard it is to get to the top and we want to help you get there!*

## JOIN OUR TEAM!

XPS IS ACCEPTING APPLICATIONS FOR VARIOUS LEVELS OF SPONSORSHIP. FROM AMATEUR TO PROFESSIONAL, IF YOU ARE A SNOWMOBILE RACER WHO WANTS TO REPRESENT XPS ON AND OFF THE TRACK, WE LOOK FORWARD TO HEARING FROM YOU.

**For 2021 we have increased our support. Apply today and if eligible you may receive substantial discounts, or you may even qualify to receive free XPS products!**

### ELIGIBILITY CRITERIA:

- Anyone engaged in racing as a personal pursuit in amateur classes, or as a full-time, professional racer can submit an application.
- The candidate must race with a Ski-Doo snowmobile\* and reside in Canada or in the U.S.A
- Sponsorship will be available for all classes of established race circuits: RMSHA, ISOC, SCMx, CSRA, ECS, USXC, USSA and Iron Dog.

\*Exception: For 120 Champ and Stock 200 classes, all snowmobile brands are eligible.



### SELECTION PROCESS:

- Racers will be selected based on enthusiasm, professionalism, racing background, planned race participation, and wow factor.

### QUALIFYING CONDITIONS:

To maintain or increase its sponsorship level, racers must meet certain requirements based their sponsorship agreement. Some examples include:

- Promoting the XPS brand, wearing/displaying XPS decals or graphics on front belly pan of their snowmobile;
- One "raw" video post per season and one additional video/photo post per month. Posted on their social media channel(s). It needs to have a genuine look and feel (no need to professionally edit);
- Building a positive social media presence;
- Supplying product feedback and reviews;
- Supplying promotional images for digital and print use;
- Represent themselves with good sportsmanship at all times, on and off the track.
- Following and tagging XPS on Facebook : [@xpslubricants](#).
- Using the approved hashtag in all XPS Posts. **#LongLiveXPS**

To register for the program, racers must submit the application and a race resume to [carey.daku@brp.com](mailto:carey.daku@brp.com).

**REQUIRED INFORMATION**

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

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Class: \_\_\_\_\_

Series: \_\_\_\_\_

Ski-Doo Client number: \_\_\_\_\_

Submit your application to [carey.daku@brp.com](mailto:carey.daku@brp.com)

