



Featherlite Sponsorship Information

Sponsorship decisions are based on a number of criteria. Above all, Featherlite looks to build relationships with companies, series and organizations—that can help our business attain its goals. Reaching goals means we are better able to support our customers and our partner organizations over a long term.

Featherlite does not sponsor individual people or teams.

(If you are an individual or team looking for a Featherlite sponsorship, you might consider approaching the Featherlite dealership in your area. They are an independent business, but they may have an interest in helping sponsor your organization if you can demonstrate that the relationship can measurably increase the dealer's business goals.)

This is the basic information we use to analyze if a sponsorship is right for Featherlite.

1. What are the history, size and mission of the organization with which we would partner?
2. Customer mapping. We have a good sense of who our potential customers are. So we need to know about your customers – your audience – to determine if the fit is right. What are your audience segments? What are their demographics, size, lifestyles, interests, passions, etc.? All are important as we analyze the fit.
3. Access to your audience. What avenues are available to us to communicate with your customer base in *qualitative* ways?
4. Exclusivity. Will our participation be the only one you will allow in the trailer category?
5. Is accurate forecasting of results possible?
6. From this forecasting, will the sponsorship yield results that are trackable and measurable?
7. What is the investment expected of us, and how will this help our potential partner achieve their goals?
8. Does the potential partner have a successful track record of long-term sponsor relationships with other firms or organizations?

SALES DEPARTMENT

563.547.6000

toll free: 800.800.1230

fax: 563.547.6100

www.fthr.com

Hwy. 63 & 9, P.O. Box 320

Cresco, IA 52136

 BY UNIVERSAL TRAILER