

RED BULL FLUGTAG PHILADELPHIA RULES FOR TEAM SPONSORSHIP

Red Bull Flugtag teams are welcome to search for and contact potential sponsors to help with the craft build, materials list, costumes or even transportation. When choosing a sponsor, think about who might be able to help you out (maybe with tools, wheels or wings), whose product or business might be similar to your theme (ex. you have a John Deere tractor with wings? Maybe reach out to John Deere), or a local favorite pub, restaurant or organization that might want to help you out financially.

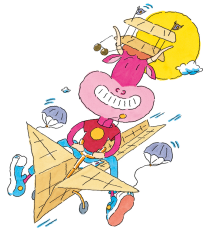
Once you have a sponsor in mind, fill out the attached Team Sponsor Sheet and submit it to your pilot liaison. Ultimately, Red Bull has the final decision on whether or not it is an appropriate sponsor to have at the event. A few sponsors that won't be considered are:

- Other beverage brands
- Alcoholic beverage brands
- Politically charged sponsors, even if it's election year (let's leave the political discussions out of the Red Bull Flugtag arena)

I'm sure you're wondering what you can "offer" these sponsors. You won't be allowed to hand out pamphlets that only relate to or promote their product or organization. You can however develop a piece together that comes from your team's voice. For example, you can't hand out product coupons that have nothing to do with your team, but you could put the company logo and a link to the coupon on your team website, their logo could be printed on your team's t-shirts if you're making them, or even offer them a 12"x12" space on your craft (you're only allowed 2 of these spots, one on either side of the craft, per event, so use them wisely). There are lots of ideas and ways to spread the word about your sponsor, we just need to make sure it relates back to the event and your team.

If you have any questions on this, please reach out to your pilot liaisons.

Happy Soaring!
Red Bull Flugtag Team



RED BULL FLUGTAG PHILADELPHIA TEAM SPONSOR SHEET

Team Name:

Potential Sponsor (Company Name, Product Name, etc...):

Description of Sponsor:

How do you plan to incorporate the sponsor into your Red Bull Flugtag Craft and/or Experience?