

Dear Mercury/MotorGuide Angler or Tournament Director:

Mercury Marine and MotorGuide have experienced many changes over the past 18 months. Like most companies, we have reduced expenses in all areas and continue to scrutinize every penny we invest to ensure a solid return.

In conjunction with those alterations, we have also made significant program changes that will better allow us to support anglers and tournaments with Mercury and MotorGuide product and to provide service support at key events.

Accordingly, in order to accomplish these goals with a leaner Mercury and MotorGuide team, we are launching a new Mercury/MotorGuide Angler and Tournament Sponsorship Program for 2010. This new program will consist of three levels of sponsorship and, due to budget restrictions, your discount level may differ from your previous level. The performance of anglers will be reviewed annually, providing each an opportunity to elevate to a higher level as his or her professional-angling resume grows.

Listed below are the three levels of Mercury sponsorship and generalities of the program:

#### **Mercury and MotorGuide Gold Team**

- **Angler or Tournament orders directly from Mercury Marine**
- **Order Frequency:** Angler or Tournament places orders throughout program year
- **Program Year End Date :** August 31, 2010
- **Product Discount:** 100% up to contract amount\*
- **Contracts:** Formalized with each Angler or Tournament
- **Angler Clothing:** \$225 gift certificate for Mercury Dock Store
- **2010 Angler Program Information available at [www.MercuryMarine.com/Angling](http://www.MercuryMarine.com/Angling)**
  - Angler clothing ordering information
  - Angler performance bonus program
  - Angler contingency programs
  - Service support trailer schedule and policy

#### **Mercury and MotorGuide Silver Team (two options)**

##### **Option 1 – Mercury Discount**

- **Angler or Tournament orders directly from Mercury Marine**
- **Order Frequency:** Angler or Tournament places orders throughout program year
- **Program Year End Date :** August 31, 2010
- **Product Discount:** 35% up to contract amount with additional 9% cash with order incentive\*
- **Angler Clothing:** \$150 gift certificate for Mercury Dock Store
- **2010 Angler Program Information available at [www.MercuryMarine.com/Angling](http://www.MercuryMarine.com/Angling)**
  - Angler clothing ordering information
  - Angler contingency programs
  - Service support trailer schedule and policy

##### **Option 2 – Rebate**

- **Anglers order product at best price possible from their respective dealers.**
- **Order Frequency:** Angler places one order per year that qualifies for a rebate
- **Rebate Off Invoice Price:** 25% of invoiced amount from dealer, payable to angler\*
- **Angler Clothing:** \$150 gift certificate for Mercury Dock Store

- **2010 Angler Program Information available at [www.MercuryMarine.com/Angling](http://www.MercuryMarine.com/Angling)**
  - Angler clothing ordering information
  - Angler contingency programs
  - Service support trailer schedule and policy

#### **Mercury and MotorGuide Bronze Team**

- **Anglers order product at best price possible from their respective dealers**
- **Order Frequency:** Angler places one dealer order a year that qualifies for a rebate
- **Rebate Off Invoice Price:** 15% of invoiced amount from dealer, payable to angler\*
- **Angler Clothing:** \$25 gift certificate for Mercury Dock Store
- **2010 Angler Program Information available at [www.MercuryMarine.com/Angling](http://www.MercuryMarine.com/Angling)**
  - Angler clothing ordering information
  - Angler contingency programs
  - Service support trailer schedule and policy

\*Additional terms and conditions may apply. Details will be included with acceptance letter.

In order for our reduced staff to process applications most effectively, applications must be submitted via email. Please download a Mercury/MotorGuide Angler and Tournament Sponsorship form at [www.MercuryMarine.com/Angling](http://www.MercuryMarine.com/Angling) and provide your information. Then email the form to your dealer so he/ she can add his/her information. Finally, request that your dealer submit the application (Excel spreadsheet) via email to Michelle Kilburn – Manager, Mercury Tournaments & Angler Endorsement at [Michelle.Kilburn@mercmarine.com](mailto:Michelle.Kilburn@mercmarine.com). Only a limited number of sponsorships are available, so please complete this process as soon as possible.

Once your application is received, it will be reviewed and – if approved – we will offer you a position on a Mercury team based on your application information and the potential level of quality exposure you can provide Mercury and MotorGuide. Therefore, anglers who are currently winning events, actively promoting their dealers, and promoting Mercury Marine and MotorGuide products will warrant a higher level of sponsorship.

Please remember that, when you accept a sponsorship, you are signing a contract with Mercury Marine. At a minimum, you are expected to support your dealer, to make any required payments on time, and to represent the Mercury Marine and MotorGuide brands in a professional manner. Failure to fulfill these commitments is a breach of your contract. Mercury representatives (Angling/Service/Sales) reserve the right to make changes to programs at any time.

Please refer to [www.MercuryMarine.com/Angling](http://www.MercuryMarine.com/Angling) for more information, including FAQs. The website also has a link to submit questions, which will be the most effective way to contact the Mercury Professional Angling team.

We genuinely appreciate the positive exposure you provide Mercury and MotorGuide. Thank you for your support and best wishes for a winning year. We look forward to sharing your success in the 2010 Tournament Season.

Regards,



Mike Shedivy

Vice President, Marketing