



Hall of Fame Racing
Prospective Licensee Application Form
9900 Twin Lakes Parkway
Charlotte, NC 28269
Phone: (704) 947-0960 Fax: (704) 947-9969

I. Company Information:

Name of Company: _____

Name of Parent Company: _____

State of Incorporation: _____

Address: _____

Telephone: (____) _____ **Fax:** (____) _____

Years in Business: _____

Public or Privately Held Company: _____

Name of Your Division: _____

Name and Title of Principal Contact: _____

II. Product Information:

1. Description of Products for Which You Seek a License:

Product 1:	

Product 2:	

Product 3:	

Product 4:	

2. Properties for Which You Seek a License:

____ JJ Yeley / DLP® HDTV/Hall of Fame Racing Only

____ JJ Yeley Only

____ JJ Yeley/Roger Staubach/Troy Aikman (separate licensing arrangement)

3. Estimated Wholesale Selling Price/Unit:

	Wholesale Price	Suggested Retail Price
Product 1:		
Product 2:		
Product 3:		
Product 4:		

4. Proposed Royalty % Structure: _____

5. Proposed annual minimum guarantee: \$ _____

6. Has the product(s) been tested for compliance with:

American Society for Testing and Materials Standard? Yes / No

Consumer Product Safety Commission Standards? Yes / No

Other laws: _____

Results: _____
(please attach reports)

If no testing, indicate method for ensuring compliance: _____

- 7. Does your Company Currently Manufacture and Sell the Item(s) in Question?
Yes _____ No _____
- 8. Will the product(s) be used in connection with any other Trade/Brand Names of Products sold by Your Company?

- 9. Identify: _____
- 10. Source of Rights in these Marks: _____

III. Ownership/Management Information:

1. Principal Owners: (Complete name, title and business address)

Name	Title	Address
1.		
2.		
3.		
4.		

A brief history of the company including years in business and any other significant information is required.

2. Principal Management:

President	
Vice President	
Director of Sales	
Marketing/Advertising	
Chief Financial Officer	

IV. Financial Information:

1. Bank Reference:

Name:	
Branch:	
Contact:	
Phone:	
Address:	

2. Credit References:

Name:	
Contact:	
Phone:	
Fax:	
Address:	

Name:	
Contact:	
Phone:	
Fax:	
Address:	

Publicly held company, please provide a current annual report. Privately held company, please provide financial statements.

V. Financial Data:

1.

	2005	2006	Projected 2007
Parent Company Sales			
Parent Company Operating Profit			
Parent Company Inventory Levels			

Total Licensed Sales			
Licensed Operating Profit			
Licensed Inventory Levels			

2. Year End Stock Price for Last Three Years:

	2004	2005	2006
Stock Price	\$	\$	\$

VI. Production and Purchasing Information:

1. Are You the Manufacturer of the Finished Products? _____ If No, Please List the Name, Address and Telephone Number of the Company Who Manufactures Each Finished Product.

Name	Address	Telephone Number

2. Do You Purchase Blank Goods and Apply the Logo? _____ If Yes, Please List the Name, Address and Telephone Number of the Company From Whom You Purchase Blank Goods.

Name	Address	Telephone Number

3. Do You Purchase the Logo From a Third Party? _____ If Yes, Please List the Name, Address and Telephone Number of the Company From Whom You Purchase the Logo.

Name	Address	Telephone Number

4. Do You Apply the Logo to the Goods at Your Company Address? _____ If No, Please List the Name, Address and Telephone Number of the Company that Applies the Logo to the goods.

Name	Address	Telephone Number

5. Are You a Distributor? _____ If Yes, Please Attach a List that Includes the Name, Address and Telephone Number of the Manufacturer(s) From Whom You Purchase Logoed Goods.

VII. Sales and Distribution Information:

1. Company Sales Volume for Last Four Years:

	2004	2005	2006	2007
Sales Volume (Annual Gross)	\$	\$	\$	\$

2. Distribution Capability:

International ____ (list Countries) National ____ Regional ____ Number of States ____

3. Type of Sales Force: (please "X" all that apply)

A. ____ In-house Sales Force: Number of Sales Persons: ____

B. ____ Reps, Jobbers, etc: Number of Reps/Jobbers: ____

C. ____ Agents: Number of Agents: ____

D. ____ Mail Order/Direct Response

E. ____ Current Distribution

4. Sales by Distribution Channel:

Type of Account	Percentage of Sales Volume	Top Customers Sold
Mass Markets		
National Chains		
Regional Chains		
Upper End Department Stores		
Mid-Tier Department Stores		
Buying Offices		
Discount Stores		
Wholesalers		
Sport Specialty/Sporting Goods		
Drug Stores		

Grocery Stores		
Convenience Stores		
Outlet Stores		
Catalog Stores		
Toy Stores		
Electronic Retail		
Military Bases		
Warehouse Clubs		
Other (Specify)		

5. Projected Estimate of Annual Wholesale Dollar Volume of the Items You Wish to Manufacture Under This License?

	Year 1	Year 2
Product 1:		
Product 2:		
Product 3:		
Product 4:		

6. Accounts to which you plan to sell the licensed product(s).

1.	4.
2.	5.
3.	6.

7. Please list three trade references we can contact and who would be able to provide information on your Company's product line and performance.

Company	Contact	Phone
1.		
2.		
3.		

1.		
2.		
3.		

5. Does Your Company Hold Licenses for Any other NASCAR Drivers or Teams?
 Yes _____ No _____

X. Insurance:

Does your company carry product liability insurance? _____ If so, list carrier and amount of coverage:
 Insurance Carrier: _____
 Individual Limit: _____ Type of coverage: _____
 Aggregate Annual Limit: \$ _____ Expiration: _____ Deductible \$ _____

XI. Prospective Licensee Statement:

1. I hereby affirm that my answers to the above questions are, to the best of my ability, true, accurate and complete. Information will be verified by Hall of Fame Racing through credit reporting services. I understand that any license which may be granted to me by Hall of Fame Racing will be subject to immediate termination, without the return of any amount paid or the abatement of any amount due; in the event that Hall of Fame Racing finds that I have supplied false, misleading, fraudulent or incomplete information.
2. I hereby acknowledge the proprietary nature of all terminology and marks of Hall of Fame Racing clients and I further acknowledge that all rights, title and interest to such terminology and marks belong to each respective client. I agree that I will make no use of any Hall of Fame Racing client's marks or terminology without written consent of Hall of Fame Racing. I understand that acceptance of this application by Hall of Fame Racing does not constitute a license or that such acceptance requires Hall of Fame Racing to enter into any licensing agreement.
3. I hereby agree that my product or concept submitted upon request will be reviewed and accepted or rejected at the sole discretion of Hall of Fame Racing.
4. I understand that Hall of Fame Racing is under no obligation or requirement to keep any of the information contained herein, or otherwise received by Hall of Fame Racing in connection with the application and evaluation process, confidential. By submitting this application form to Hall of Fame Racing, the Prospective Licensee specifically waives any rights and claims it may have with respect to the confidentiality of such information. Hall of Fame Racing has agreed that any product sample(s), mock-up(s), etc. which I submit upon request will be examined for approval only by Hall of Fame Racing and the respective clients. I acknowledge that Hall of Fame Racing may license other products similar to mine without obligation to me.

OFFICER/AGENT
 OF COMPANY _____ PRINT: _____

TITLE: _____ SIGNATURE: _____ DATE: _____