



## DESCRIPTION

The XDL Contingency Program is a turnkey service offered by the series to sponsors wishing to encourage the use of a product by competitors. Sponsors can post a payout in either cash or product and can specify rider requirements. XDL charges a \$500 annual administration fee and in return manages all aspects of the program, except for the rider payout. The following direct benefits are offered as part of the XDL Contingency Program:

- Logo inclusion in XDL print ads
- Logo inclusion on XDL home page
- Program description on contingency page on XDL site
- Link back to corporate site from contingency page
- Rider bulletin for each new program at program inception
- Rider bulletin listing all programs prior to each competition
- Stand alone press release at program inception
- Post event results release after each competition
- Podium photo with program winners after each competition

## PROCESS

In order to ensure sponsor satisfaction with the XDL Contingency Program we have developed a structured process as described below.

- **Register** - Sponsors register their program with XDL.
- **Define** - Sponsors specify the type and amount of payout, as well as the conditions placed on competitors. Sponsors can also specify which of the six competitions their program applies to.
- **Announce** - XDL posts the program on site and sends out rider bulletin and press release.
- **Participate** - Competitors register for a competition at [xdlshow.com](http://xdlshow.com) and select their contingencies.
- **Verify** - XDL officials verify compliance with program requirements during technical inspection.
- **Report** - XDL sends sponsors a post-event report and podium pictures, specifying winners.
- **Pay** - Sponsor pays rider cash and/or product.

### CONTACT

If you are interested in participating in the 2008 XDL season as a contingency sponsor, please contact

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