

The Summernats Car Sticker Guide

The Summernats recognises that entrants get valuable support from sponsors large and small to build the cars to get to our event.

At the same time, Summernats has a bunch of sponsors and traders whose financial commitment is really important to making the Summernats happen and they need to be protected from ambush marketing.

All we want to do is stop cars coming in that are effectively billboards for a sponsor or a product that might compete with our sponsors or traders.

We've come up with a fair and easy sticker plan showing how you can sticker your car and recognise your sponsors. If you think your car falls out of that guideline, then contact the Summernats Office for advice. You won't be asked to pay anything, to go outside the guidelines - that isn't an option.



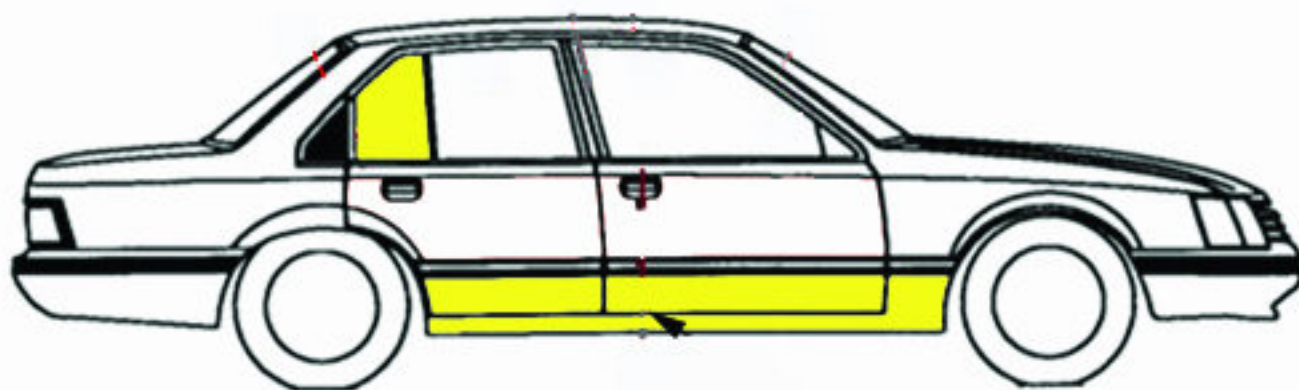
UPPER FRONT SCREEN - IS NOT OK
SUMMERNATS STICKERS ONLY.

LOWER FRONT SCREEN - IS OK
(DRIVERS VIEW NOT TO BE OBSTRUCTED)



WHOLE BACK WINDOW WITH TWO OR MORE STICKERS - IS OK

ONE ORGANISATION COVERING MORE THAN 50% OF THE WINDOW - IS NOT OK



REAR QUARTER WINDOW AND SILL PANEL - IS OK

WHOLE SIDE PANEL - IS NOT OK

NOTE: Whole car, whole side and whole rear window will be pending approval from Summernats. Summernats reserves the right to refuse artwork that conflicts with current sponsors of the event or is deemed inappropriate.