



# Customization Ford Customization Request Form

Ford Performance Parts is a one-stop shop for all aftermarket Ford Performance engines, driveline components, appearance upgrades, and more. Whether you're shopping for your classic build or looking to customize your new Dark Horse, Ford Performance Parts has what you need. On behalf of Ford Performance Parts, we want to thank you for showcasing our products to the world!

## Requestor Should Be:

- An editor, content creator, influencer, media company, industry partner, manufacturer, designer or builder dedicated to supporting Ford products
- Financially capable and willing to spend promotional dollars
- Actively promoting the vehicle with Ford Performance Part(s) through an established marketing plan

## Requirements for Receiving Ford Performance Parts Support\*

- Vehicle featured in a booth, as a build, running on road, or on display at an upcoming event (if applicable, ex: Las Vegas SEMA Show)
- Project is expected to be featured at a minimum of 3 events to be considered for parts support
- Use Ford Performance Parts as specified and provided by Ford Motor Company
- Maintain General Liability Insurance, Automotive Liability Insurance, Employers Liability and demonstrate Workers Compensation coverage, an Umbrella Policy may be used to achieve coverage limits (when required)
- Commitment to feature the vehicle with the Ford Performance Parts logo intact and visible
- California or other State certifications may be required (failure to do so may subject you to a State fine)
- Vehicles must be available to Ford or its Dealers for display, at the owner's discretion
- Submit written quarterly progress reports through project completion and 4 quarterly reports after completion

## Request Form Sections:

1. Build Overview
2. Project Photo/Images
3. Ford Performance Parts Request List
4. Marketing and Promotion Plan
5. Media Exposure Plan
6. Marketing Summary
7. Content Delivery Plan

\*Completion of this form is the first step and does not guarantee approval or support. All decisions regarding product support are at the sole discretion of Ford Performance Parts. Ford Performance Parts reserves the right to request additional information or decline any request for any reason, throughout the process.



All product requests must meet the Ford Performance Parts Criteria to be considered for support. Once your form is submitted and meets the requirements below, a FPP Planner will be assigned to reach out if they have questions or need further details. To expedite a thorough FPP Committee review (estimate 6-8 weeks upon submission), please submit details of your project and parts request to include:

### SECTION 1

#### Build Overview

Builder Name/Company <input type="text"/>		Project Name <input type="text"/>		
Address <input type="text"/>	State <input type="text"/>	Zip Code <input type="text"/>		
Contact Name <input type="text"/>	Link to your website/page <input type="text"/>	Year <input type="text"/>	Model <input type="text"/>	Trim <input type="text"/>
Phone <input type="text"/>	Social Media Handles <input type="text"/>	Build Theme <input type="text"/>		
Email <input type="text"/>				

#### Project Mission Statement

Why do you want to work with Ford Performance Parts?

Please tell us in one or two sentences that best reflects what you are requesting, how you will showcase the vehicle to achieve outcomes.

### SECTION 2

#### Photo/Images

To better understand the builder's vision, please upload photos of the project vehicle in current state as well as renderings of finished project. Photo/Image files should be under 1MB and in JPG, PNG, or PDF format. You may be required to submit additional images based on the parts being requested.

### SECTION 3

#### Requested Ford Performance Part(s)

Part Name(s)	Part Number(s)	Qty	Date Needed	Reason for Request
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

#### Shipping Address

Name <input type="text"/>	
Address <input type="text"/>	
State <input type="text"/>	Zip Code <input type="text"/>



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## SECTION 4

### Marketing and Promotional Plan

Project is expected to be featured at a minimum of 3 events to be considered for parts support. If there's more, please include in the marketing summary description.

Event Dates Scheduled  
for Vehicle Display

Event Name

Event Type

Describe how the vehicle will  
be displayed at the event

Target Audience

Estimated Attendees

Event Location

Event Dates Scheduled  
for Vehicle Display

Event Name

Event Type

Describe how the vehicle will  
be displayed at the event

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be displayed at the event

Target Audience

Estimated Attendees

Event Location

## SECTION 5

### Media Exposure Plan

Forms of Media

- ☐ Social   ☐ Broadcast  
☐ Print   ☐ Digital/Web

Name(s) of photographer(s) or videographer(s)



Social Media  
Channels

Engagement  
Rates

# of  
Followers

Post Frequency


Links to Examples of Previous campaign/work

- ☐ Social   ☐ Digital/Web   ☐ Other  
☐ Print   ☐ Broadcast



- ☐ Social   ☐ Digital/Web   ☐ Other  
☐ Print   ☐ Broadcast



- ☐ Social   ☐ Digital/Web   ☐ Other  
☐ Print   ☐ Broadcast



**SECTION 6**

Marketing Summary

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Content Theme

KPIS/Budget

Estimated Production Dates

Start Date

End Date

Description of Marketing Plan

**SECTION 7**

Content Delivery Plan

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The Requestor agrees to submit written quarterly progress reports until project completion and 4 quarterly reports after completion. Please include the following in your post production reports:

- 1. List of Event(s) Attended
- 2. Final Photos and/or Video Highlighting Supported Parts
- 3. Social Media Links and Screenshots
- 4. Summary of Results, Reach, Audience Analytics, and Feedback Received

Content Type	Content Due Date	Recap of Content Delivery



Customization

# Ford Customization Request Form

This Liability Release and Acknowledgment Agreement ("Agreement") is entered into by and between Ford Motor Company ("Ford") and the undersigned individual requestor ("Requestor"). For purposes of this Form, "Requestor" shall mean any editor, media company, influencer, industry partner, manufacturer, ambassador, designer or builder dedicated to supporting Ford products.

## 1. Purpose

Ford Performance Parts is providing certain Ford Performance Parts products and/or Accessories ("Parts and/or Accessories") to Requestor at no cost for the purpose of potential media posts, promotional activities, and other content creation. Requestor understands that acceptance of the Parts and/or Accessories does not create any employment, contractor, or agency relationship with Ford.

## 2. Assumption of Risk & Liability Release

Requestor acknowledges and agrees that:

- The Parts and/or Accessories are provided "as is" without any warranties, express or implied.
- Installation and use of the Parts and/or Accessories may carry inherent risks, including but not limited to damage to the vehicle, malfunction, or personal injury.
- Requestor assumes all risks related to the receipt, installation, and use of the Parts and/or Accessories.
- Ford shall not be liable for any injury, damage, loss, or claim arising out of the possession, installation, use, or misuse of the Parts and/or Accessories.
- Requestor releases and forever discharges Ford, its affiliates, employees, officers, and agents from any and all claims, demands, or causes of action connected to the Parts and/or Accessories or this Agreement.

## 3. Compliance with Laws & Guidelines

Requestor agrees to comply with all applicable laws and regulations, including:

- Federal Trade Commission (FTC) disclosure guidelines, requiring clear disclosure that Parts and/or Accessories were provided free of charge by Ford.
- Any applicable traffic, safety, and vehicle modification laws in the jurisdiction where the Parts and/or Accessories are used.

## 4. Content Rights

By posting content related to the Parts and/or Accessories, Requestor grants Ford a non-exclusive, worldwide, royalty-free, perpetual license to use, repost, share, and otherwise utilize such content for marketing, promotional, and advertising purposes, with or without attribution.

## 5. No Guarantee of Compensation

Requestor acknowledges that receiving Parts and/or Accessories does not entitle them to any monetary compensation from Ford, unless separately agreed in writing.

## 6. Governing Law

This Agreement shall be governed by and construed under the laws of the State of Michigan, without regard to conflict of law principles.

## Requestor Acknowledgment

I have read and fully understand this Agreement. I voluntarily accept the terms and release Ford from all liability as described above.

Requestor Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_