



Central Pennsylvania Region

Sponsorship Information

2018 Season

Questions please contact:

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Central Pennsylvania Region

The Central Pennsylvania Region of the Sports Car Club of America would like you to consider sponsorship of our region's events for the 2018 Autocross Series. The following is some general information about our region, our goals for the 2018 season, and information on sponsorship options.

Who We Are

We are a group of sports car enthusiasts; Autocrossers, Rally Enthusiasts, Road Racers, Vintage Racers, and Auto Racing professionals - but only on weekends.

Demographics

SCCA Demographics:

Membership: Approx. 50,000

Male: 79%

Female: 21%

The SCCA conducts more than 2,000 amateur and professional motorsports events each year.

Region Demographics:

Region Members: 80

Average Event Attendance: 70

Average Event Participants: 45

Over the course of a season we see approximately 200 different competitors, with contestants coming from as far as Massachusetts, New York, Ohio, Maryland and West Virginia. Due to our events' proximity to Penn State University, we see a large influx of competitors that are students as well.

Over the last several years, we have greatly increased our web presence via our updated website at www.scca-cpr.com. We also have a well-established internet mailing list and a well-maintained Facebook Group for members. Sponsors will have the opportunity to provide contact information and business logos for placement on our website and access to our Facebook group to announce promotions that would be relevant to our Membership.

Title sponsor will have their logo on our schedule cards that will be distributed throughout central Pennsylvania. All sponsors will be shown in a Club pamphlet, which is the most visible way to reach a mass audience. The pamphlets contain an overview of the Region, its members, and what Solo/Autocross is all about. It also contains contact information for CPR officers and an event calendar. As a Club sponsor you will have the opportunity to have your business information included on these items as part of the Sponsor Benefits.

General Information

*Sports Car Club of America, Incorporated bylaws (effective July 1, 2000)

Section 2. Purposes. The nature of the activities to be conducted and the purposes to be promoted and carried out are as follows: To promote interest in sports cars and other fine automobiles and to encourage their safe and skillful operation, by developing, arranging and regulation closed circuit road racing, rallying, and other forms of automotive competition by dissemination of information through news releases and Club publications, and through related social recreation activities for the instruction and enjoyment of its members.

Section 5. Exempt Organization. No part of the net earnings of the Club shall inure to the benefit of, or be distributable to, its members, trustees, officers, or other private persons, except that the Club shall be authorized and empowered to pay reasonable compensation for services rendered and make payments and distribution in furtherance of the purposes set forth in Article 2, Section 2, hereof. No substantial part of the activities of the Club shall be the participation in, or intervention in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of these bylaws, the Club shall not carry on any other activities not permitted to be carried on by a corporation exempt from Federal Income Tax under Section 501 ©(4) of the Internal Revenue code of 1986.

Club Goals: 2018 Season

- Boost community awareness of the Club through active recruitment and advertising, increased internet presence, car show participation, posters and pamphlets.
- Increase event participation and Club membership.
- Invest in current event locations and increase Club visibility in the community.
- Expand in new event locations and increase membership to new areas of the region.
- Increase sponsorship to maintain economic viability of the Club.

Sample SCCA-CPR Schedule

Date	Event	Location
15-Apr	Test & Tune	CPI
29-Apr	Solo Event 1	CPI
20-May	Solo Event 2	CPI
2-Jun	Solo Event 3	MSA
3-Jun	Solo Event 4	MSA
24-Jun	Solo Event 5	MSA
14-Jul	Solo Event 6 (CKC)	MSA
15-Jul	Solo Event 7 (CKC)	MSA
12-Aug	Solo Event 8	MSA
26-Aug	Solo Event 9	CPI
23-Sep	Solo Event 10	CPI
6-Oct	Solo Event 11	MSA
7-Oct	Solo Event 12	MSA
20-Oct	Witches Rallye	Bobby Rahal Honda

CPI-Centre County Public Safety Training Center / MSA-Mid-State Airport

Sponsorship Options

\$800.00 “Title Sponsor”

Gold Sponsorship Level:

- Series name headlined by sponsor, for example, “ **2018 ACME Autocross Series**”
- 2 sq. ft. 2-color logo displayed on both sides of club timing vehicle *(by the end of year)*
- Display space available at event site during events, for sponsor’s banners and/or promotional materials *(to be provided by sponsor)*
- Logo and series name displayed in Club pamphlets
- Recognition as Title Sponsor at each event
- Additional exposure at other SCCA-CPR activities
- **Six** coupons for free participation at Club autocrosses
- **Ten** coupons for \$5 off registration at Club autocrosses for the 2017 season. *(1 per Event)*
- Company displayed on the www.scca-cpr.com sponsor page with hyperlinked to your site
- Clickable Logo on Club Facebook page

\$400.00

Silver Sponsorship Level:

- 1 sq. ft. 2-color logo displayed on both sides of club timing vehicle *(by the end of year)*
- Display space available, at event site during events, for promotional materials *(to be provided by sponsor)*
- Name and logo displayed in event pamphlets
- Recognition of sponsor at each event
- **Three** coupons for free registration at Club autocrosses
- Company displayed on the www.scca-cpr.com sponsor page with hyperlinked to your Clickable logo on Club Facebook page

\$250.00

Bronze Sponsorship Level:

- Name displayed in event pamphlets
- Display space available, at event site during events, for promotional materials *(to be provided by sponsor)*
- Company displayed on the www.scca-cpr.com sponsor page with hyperlinked to your site
- Recognition of sponsor over Public Address system at each event
- **Two** coupons for free registration at Club autocrosses
- Clickable Logo on Club Facebook page

\$75.00

Individual sponsorship includes:

- Name displayed on the www.scca-cpr.com sponsor page
- Three coupons for \$5 off registration at Club autocrosses for the 2018 season. *(1 per Event)*

If you choose to sponsor a level that requires a logo, we ask that you provide some form of your Company Logo, for example, a flyer with a sizeable logo or an image file on a disk for us to use for printing purposes. **Any products or services for door prizes are welcome!**



Sponsorship Agreement

By signing this document, you acknowledge the information provided and agree to the terms set within the specific sponsorship level chosen. You hereby agree to sponsor the Central Pennsylvania Region of the Sports Car Club of America for the 2018 season.

The funds/products being donated to SCCA-CPR are to be used for the sole purpose of benefiting the club, club activities, and its participants. In no way shall any single member of SCCA-CPR benefit from the funds provided.

Sponsorship Level _____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone #: _____

Website URL: <http://> _____

E-Mail: _____

Signature: _____

(by signing above, I certify that I understand and agree to the conditions set forth by both parties for the agreed sponsorship during the 2018 season)

Date: _____

SCCA-CPR Member Name: _____

Signature: _____

Date: _____

Referred by: _____

For SCCA-CPR Records

Please Remit to:

SCCA-CPR, PMB 299, 210 W. Hamilton Ave, State College, PA 16801

Questions please contact: Jennifer Moten at sponsorship@scca-cpr.com