



# **Sponsorship Information**

**2020 Season**

**For questions, please contact:  
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The Old Dominion Region of the Sports Car Club of America would like you to consider sponsorship of our region's events for the 2020 Autocross Series. The following is some general information about our region, our goals for the 2020 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.

## **Demographics**

### **SCCA Demographics:**

Membership: Approx. 54,000

Male: 79%

Female: 21%

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

### **Region Demographics:**

Region Members: 120

Average Event Attendance: 50

Average Event Participants: 45

Over the course of a season we see approximately 200 different competitors with contestants coming from as far as Georgia, North Carolina, Maryland, and Washington D.C.

Over the last several years, we have greatly increased our web presence via our updated website at [www.odr-scca.org](http://www.odr-scca.org). 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 sponsors will have their logo on our schedule cards that will be distributed throughout the Hampton Roads area. 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 ODR 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: 2020 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.

### **SCCA-ODR 2020 Schedule**

Apr 4: Clean up Pungo Day  
Apr 5: Solo Autocross #1, Pungo  
May 2: Test & Tune, Pungo  
May 3: Solo Autocross #2, Pungo  
Jun 6: Novice School, Pungo  
Jun 7: Solo Autocross #3, Pungo  
Jul 19: ODR-TSCC Challenge, hosted by ODR-SCCA, Pungo  
Aug 2: Solo Autocross #5, Pungo  
Sep 20: ODR-TSCC Challenge, hosted by TSCC  
Oct 4: Solo Autocross #7, Pungo  
Oct 25: Solo Autocross #8, Pungo

# Sponsorship Options

## \$1200.00 “Title Sponsor”

### Gold Sponsorship Level:

- Series name headlined by sponsor, for example, “ 2020 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-ODR activities
- Five coupons for free participation at Club autocrosses
- Eight coupons for \$5 off registration at Club autocrosses for the 2020 season. (1 per Event)
- Company displayed on the [www.odr-scca.org](http://www.odr-scca.org) sponsor page with hyperlink to your site
- Clickable Logo on Club Facebook page

## \$600.00

### 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
- Two coupons for free registration at Club autocrosses
- Company displayed on the [www.odr-scca.org](http://www.odr-scca.org) sponsor page with hyperlink to your clickable logo on Club Facebook page

## \$350.00

### 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.odr-scca.org](http://www.odr-scca.org) sponsor page with hyperlink to your site
- Recognition of sponsor at each event
- One coupons for free registration at Club autocrosses
- Clickable Logo on Club Facebook page

## \$75.00

### Individual Sponsorship:

- Name displayed on the [www.odr-scca.org](http://www.odr-scca.org) sponsor page
- Two coupons for \$5 off registration at Club autocrosses for the 2020 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 Old Dominion Region of the Sports Car Club of America for the 2020 season.

The funds/products being donated to SCCA-ODR 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-ODR 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 2020 season)

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

SCCA-ODR Member Name: \_\_\_\_\_

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

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

Referred by: \_\_\_\_\_

For SCCA-ODR Records

Please Remit to:

SCCA-ODR Virginia Beach, Virginia

Questions please contact: Karen Thomas - [klthomas31@gmail.com](mailto:klthomas31@gmail.com)