



# ALLEGHENY HIGHLANDS REGION

## Sponsorship Information

**2020 Season**



## **Allegheny Highlands Region**

The Allegheny Highlands Region of the Sports Car Club of America would like you to consider sponsorship of our region's events for the 2020 season. The following is some general information about our region, goals for the 2020 season and information on sponsorship options.

### **Demographics**

#### SCCA Demographics:

Membership: Approx. 60,000

Male: 79%

Female: 21%

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

#### Region Demographics:

Region Members: 60+

Average Event Attendance/Participants: ~150

### **Club Goals: 2020 Season**

- Boost Club awareness through active recruitment forums such as mall displays, car show participation, radio spots, posters and pamphlets.
- Raise event participation.
- Increased sponsorship for purchase of new equipment for Club events.

The proposed forms of advertising for the 2020 season may include, but are not limited to: posters, flyers, business cards, brochures, radio spots, newspaper listings, and many more. Sponsorship levels 1-4 will be included in all forms of advertising when applicable. Level 5 will only be displayed on the website and mentioned during the events.

Slight changes may be made to the advertisements regarding sponsor arrangement and picture choice, pictures showing more action/movement may be added.

## Example Advertisements:

**Allegheny Highlands Region Sports Car Club of America**

**2012 Autocross Series**  
Jennerstown, PA    Strongstown, PA    Blairsville, PA

April 21 - Wyotech	July 15 - Rocky Hollow
April 22 - Jennerstown	August 11 - Wyotech
May 19 - Jennerstown	August 12 - Jennerstown
May 20 - Jennerstown	Sept. 8 - Jennerstown
June 9 - Rocky Hollow	Sept. 9 - Jennerstown
June 10 - Rocky Hollow	Sept. 15 - Wyotech
July 14 - Wyotech	October 12 - Wyotech

For more info & directions, go to... [www.ahr-scca.org](http://www.ahr-scca.org)

Allegheny Highlands Region of the SCCA presents...  
**White Cat Poker Rally** benefiting...  
**TOYS FOR TOTS**

When: December 8, 2013  
Where: Blairsville, PA  
Registration: 11:00am - 1:00pm  
Driver's Meeting: 12:30pm

**\*\*Extra Playing Card For Toy Donation\*\***

- ✓ Minimum 2 people per car
- ✓ As many participants as there are seats/bets.
- ✓ All roads are paved
- ✓ Entry Fee: \$25 before Nov. 3rd, \$30 11/3 to start of event.

This poker run is to benefit the U.S. Marine Corps Toys For Tots program. Any donations for Toys For Tots or for door prizes will be appreciated. A portion of the proceeds from this event will also go towards Toys For Tots.

## Areas that advertising will be distributed are in the following counties:

Bedford  
Indiana

Cambria  
Somerset

## 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 1, 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.

If you choose to sponsor (Level 1-4) the Allegheny Highlands Region of the Sports Car Club of America, 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 for door prizes are welcome!

## **Level - 1**

### **2020 Season Title Sponsor**

**\$1,000.00**

#### **Level One includes:**

- Series name headlined by sponsor, for example, ACME Autocross/ Road Rally
- Display space available during events, for sponsor's banners and/or promotional materials (to be provided by sponsor)
- Logo and series name displayed on our Timing Van
- Recognition of sponsor over Public Address system at each event
- Additional exposure at other AHR-SCCA activities
- Sponsor's logo on Club T-Shirt
- Unlimited coupons for \$5 off registration at Club Events for the 2020 season.
- Two Free Competition Entries for the 2020 season and a T-Shirt
- Website logo/banner on **[www.ahr-scca.com](http://www.ahr-scca.com)** hyperlink to your site (if available).
- In the event of an end of season awards banquet you and a guest are invited to attend.

## **Level - 2**

**\$750.00**

#### **Level 2 sponsorship includes:**

- Display space available during events, for sponsor's banners and/or promotional materials (to be provided by sponsor)
- Name displayed on our Timing Van
- Recognition of sponsor over Public Address system at each event
- Sponsor's logo on Club T-Shirt
- Unlimited coupons for \$5 off registration at Club Events for the 2020 season.
- One Free Competition Entry for the 2020 season and a T-Shirt
- Website logo/banner on **[www.ahr-scca.com](http://www.ahr-scca.com)** hyperlink to your site (if available).
- In the event of an end of season awards banquet you and a guest are invited to attend.

## Level - 3

**\$500.00**

### Level 3 sponsorship includes:

- Name displayed on our Timing Van
- Recognition of sponsor over Public Address system at each event
- Sponsor's logo on Club T-Shirt
- Ten coupons for \$5 off registration at Club Events for the 2020 season.
- T-Shirt
- Website logo/banner on [www.ahr-scca.com](http://www.ahr-scca.com) hyperlink to your site (if available).
- In the event of an end of season awards banquet you and a guest are invited to attend.

## Level - 4

**\$250.00**

### Level 4 sponsorship includes:

- Name displayed on our Timing Van
- Recognition of sponsor over Public Address system at each event
- Sponsor's logo on Club T-Shirt
- Five coupons for \$5 off registration at Club Events for the 2020 season.
- Website logo/banner on [www.ahr-scca.com](http://www.ahr-scca.com) hyperlink to your site (if available).
- In the event of an end of season awards banquet you and a guest are invited to attend.

## Level - 5

**\$50.00**

### Level 5 sponsorship includes:

- Name only (no logo/banner) displayed on the [www.ahr-scca.com](http://www.ahr-scca.com) sponsor page hyperlinked to your site (if available)
- Two coupons for \$5 off registration at Club Events for the 2020 season.

## Level - 6 Individual (non corporate)

**\$25.00**

### Level 6 sponsorship includes:

- Name displayed on the [www.ahr-scca.com](http://www.ahr-scca.com) sponsor page
- One coupon for \$5 off registration at Club Events for the 2020 season.



## 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 Allegheny Highlands Region of the Sports Car Club of America for the 2020 season.

The funds/products being donated to AHR-SCCA 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 AHR-SCCA benefit from the funds provided. These funds must be received by April 15<sup>th</sup>.

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: \_\_\_\_\_

AHR-SCCA Member Name: \_\_\_\_\_

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

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

For AHR-SCCA Records  
Please Remit To:  
P.O. Box 361, Duncansville, PA 16635



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Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

Website URL: <http://> \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

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

AHR-SCCA Member Name: \_\_\_\_\_

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

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

For Sponsor Records

## **DRIVER'S CHALLENGE**

What is a driver's challenge? The driver's challenge is an event that is held once a year towards the end of the season. Over the course of events, throughout the season, drivers qualify in their individual classes for each event. The top drivers of each class then have an opportunity to compete against drivers from other classes in a neutral vehicle. At the end of the event, one driver will win the challenge.

### **What does my sponsorship go towards?**

Your sponsorship goes towards, but not limited to:

- Trophies and Awards
- T-Shirts
- Advertising
- Purchase or Rental of Challenge Vehicle

### **What do I get for my sponsorship?**

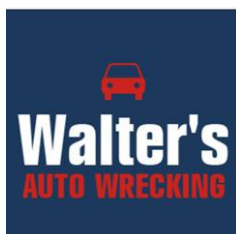
- Mention as event sponsor on [www.ahr-scca.com](http://www.ahr-scca.com)
- Your Logo appears on both sides of the Challenge Vehicle
- Company logo on any print advertisements
- Company mentioned during the event over our PA system

There can be more than one sponsor for the Driver's Challenge. The title sponsor will be first come first served and the event will be named after the initial sponsor. i.e. **your company** Driver's Challenge. The cost of this sponsorship will be \$500.00 or donation of challenge vehicle.

2015 Challenge Sponsor



2013/2014 Challenge Sponsor



2012 Challenge Sponsor







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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)

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AHR-SCCA Member Name: \_\_\_\_\_

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

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

For Sponsor Records



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Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

Website URL: <http://> \_\_\_\_\_

E-Mail: \_\_\_\_\_

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