



Susquehanna Region Sports Car Club of America

Sponsorship Information

2018 Motorsports Season

To whom it may concern:

The Susquehanna Region of the Sports Car Club of America is currently in the planning stages for our 2018 motorsports season and looking for some sponsors. Susquehanna Region holds both autocross and rallycross events in the south central Pennsylvania region.

An autocross event, also known as Solo, is a driver's skill course where one competitor at a time drives his/her vehicle through a course mapped out by traffic cones. Events can be held anywhere in the Susquehanna Region where there is a large area of asphalt/concrete which would allow for a safe course design.

A rallycross event is similar to a solo event, but there is one big difference. Competitors still drive one at a time through a course mapped out by traffic cones, but the events take place on dirt lots instead of asphalt.

We have had events in the past at places like Hershey Park, Farm Show Complex in Harrisburg, The Giant Center in Hershey, and Park City Mall in Lancaster and we're currently on the hunt for more venues.

The 2017 motorsports season saw **more than 650 unique drivers across the autocross and rallycross events combined**. Besides the drivers, these events also attract many spectators as we hold our events in high visibility locations. Whether someone is driving or spectating, it ends up being a fun and family friendly day for everyone.

By sponsoring the region, your company will benefit greatly from the advertising that our club offers. Some advertising methods offered are web page and social media representation, T-shirts, and/or banners. Attached is a list of the Sponsorship Benefit Packages as well as an overview of club demographics for reference.

I would really like to thank you for your time, and the Susquehanna Region of the SCCA and I would greatly appreciate your sponsorship. If you have any questions regarding the above mentioned request, feel free to contact me personally at kpoole@scca-susq.com.

Sincerely,
Kristen Poole
Regional Executive
Susquehanna Region SCCA

Overview

National SCCA

The Sports Car Club of America was formed February 6, 1944, by seven men who had a passion for sports cars and enjoying them. The purpose of the club was, and continues to be:

- The encouragement of motorsport
- Ownership and operation of sports cars
- To provide and regulate events and exhibitions for sports cars and their owners
- To encourage careful and skillful driving on public highways

Per SCCA bylaws, the purpose of the club is to promote interest in sports cars and other fine automobiles and to encourage their safe and skillful operation by:

- A. Developing, arranging and regulating closed circuit road racing, rallying, and other forms of automotive competition
- B. Dissemination of information through news releases and Club publications and through related social recreation activities for the instruction and enjoyment of its members.

SCCA is a not-for-profit organization which holds more than 2,000 amateur and professional motorsports events each year. A total of 115 regions make up the SCCA, which is headquartered in Topeka, Kansas.

Demographics

Club Demographics – National vs. Region

Membership Overview	National	Susquehanna
Total Membership	60,000+	650+
Average Age	46	46
Male	81%	85%
Female	19%	15%

Age Breakdown	National	Susquehanna
Under 18	7.2%	2.3%
18-24	10.3%	12.2%
25-29	8.5%	9.4%
30-34	7.1%	8.8%
35-39	6.4%	7.8%
40-49	15.7%	16.9%
50-59	20.7%	15.3%
60+	24.2%	27.3%

Susquehanna Region

We are a group of sports car enthusiasts; autocrossers, rallycrossers, hill climbers, road racers, vintage racers, and auto-racing professionals – but only on the weekends. Over the course of a season we see approximately 500 different competitors at an average of 18 total events, with contestants coming from as far as Massachusetts, New Hampshire, Delaware, New York, New Jersey, Ohio, Maryland, Virginia and West Virginia.

Over the last several years, we have greatly increased our web presence via our updated website at www.scca-susq.com. We also have a well-established mailing list of 500+ and two well-maintained Facebook Groups for members. Sponsors have the opportunity to provide contact information and business logos for placement on our website, in our newsletters and other email communications, and access to our Facebook group to announce promotions that would be relevant to our membership.

Media Demographics – Susquehanna Region

Facebook group members - club/solo	950+ <i>(and growing)</i>
Facebook group members - rallycross	400+ <i>(and growing)</i>
Email mailing list	650+ <i>(and growing)</i>
Internet traffic	~1,000 unique visitors/month

Event Demographics – Susquehanna Region

Average Autocross Event Attendance	~250
Average Autocross Participants	~110
Average Rallycross Event Attendance	~100
Average Rallycross Event Participants	~45

2018 Region Goals

- Continue re-aligning with National standards for competitors, new venue acquisition and operations
- Boost community awareness of the Club through active recruitment, increased internet and social media presence, external event participation, etc.
- Expand to new event locations
- Increase membership to new areas of the region, continue growth into “Large” region status with National SCCA (consistent 400+ members at the end of a calendar year)
- Increase sponsorship to maintain economic viability of the Club

Season Schedule

Complete season schedule can be [found on our website](#).

SPONSORSHIP PACKAGES

Susquehanna SCCA | 2018 Season

GREEN FLAG: \$50

- Your company's name and logo on www.scca-susq.com sponsorship page

CHECKERED FLAG: \$200

- Your company's name and logo on www.scca-susq.com sponsorship page
- Your company's name and logo in monthly editions of the Squeal Newsletter (delivery of 500+ people/month)
- Advertisements at drivers meetings and trophy presentations
- Ad in end-of-year banquet program

FAST LANE: \$500

- Your company's name and logo on t-shirts (100 minimum)
- Your company's name and logo on www.scca-susq.com sponsorship page
- Your company's name and logo in monthly editions of the Squeal Newsletter (delivery of 500+ people/month)
- Advertisements at drivers meetings and trophy presentations
- Three coupons for \$10 off registration at a Susquehanna Region autocross or rallycross events
- Ad in end-of-year banquet program
- **Optional:** Company-provided banner can be displayed at every event with your name and logo
 - Maximum size 2'x4'; sponsor responsible for setup

WINNER'S CIRCLE SPONSOR: \$750

- Your company's name and logo on t-shirts (100 minimum)
- Your company's name and logo on www.scca-susq.com sponsorship page
- Your company's name and logo in monthly editions of the Squeal Newsletter (delivery of 500+ people/month)
- Advertisements at drivers meetings and trophy presentations
- One coupon for free registration at a Susquehanna Region autocross or rallycross event
- Ad in end-of-year banquet program
- **Optional:** Company-provided banner can be displayed at every event with your name and logo
 - Maximum size 3'x6'; sponsor responsible for setup

MAJOR *AUTOCROSS* SPONSOR: \$1500 [SOLD FOR 2018]

- Only one major autocross sponsor allowed per Susquehanna SCCA Solo season
- Your company's name and logo "MAJOR SPONSOR" as the main title for our Solo season
- Your company's name and logo on t-shirts (100 minimum)
- Your company's name and logo in monthly editions of the Squeal Newsletter (delivery of ~500+ people/month)
- One dedicated email to all Susquehanna SCCA members highlighting sponsor capabilities
- Advertisements at drivers meetings and trophy presentations
- Two coupons for free registration at a Susquehanna Region solo event
- Your name and logo on every "trophy" handed out at each solo event (200 minimum)
- Featured ad in end-of-year banquet program
- Company-provided banner will be displayed at every event with your name and logo
 - Maximum size: 4'x8'; sponsor responsible for setup
- Your Company's logo and link on the front page of the website "scca-susq.com"
- First chance at being the major solo sponsor for the following season
- **Optional:** Company bumper stickers provided to each competitor that participates in the 2017 "Your Company" Solo Season
 - Vinyl stickers to be provided by you or purchased through Susquehanna SCCA
 - Maximum sticker size 6" height by 8" length

MAJOR *RALLYCROSS* SPONSOR: \$1000 [SOLD FOR 2018]

- Only one major rallycross sponsor allowed per Susquehanna SCCA Rallycross season
- Your company's name and logo "MAJOR SPONSOR" as the main title for our Rallycross season
- Your company's name and logo on t-shirts (100 minimum)
- Your company's name and logo in monthly editions of the Squeal Newsletter (delivery of 500+ people/month)
- One dedicated email to all Susquehanna SCCA members highlighting sponsor capabilities
- Advertisements at rallycross drivers meetings and trophy presentations
- Two coupons for free registration at a Susquehanna Region rallycross event
- Your name and logo on every "trophy" handed out at each rallycross event (75 minimum)
- Featured ad in end-of-year banquet program
- Company-provided banner will be displayed at every rallycross event with your name and logo
 - Maximum size: 4'x8'; sponsor responsible for setup
- Your Company's logo and link on the front page of the website "scca-susq.com"
- First chance at being the major rallycross sponsor for the following season
- **Optional:** Company bumper stickers provided to each competitor that participates in the 2017 "Your Company" Rallycross Season
 - Vinyl stickers to be provided by you or purchased through Susquehanna SCCA
 - Maximum sticker size 6" height by 8" length