



Sponsorship

HAS ITS PRIVILEGES!

Viper Club of Illinois Sponsorship Program (Illinois / Wisconsin Region of the Viper Club of America)

Are you a club member interested in supporting your club on a higher level? Are you a business that would like to take advantage of networking benefits? With hundreds of active and enthusiastic members, the VCA-IL Region offers companies, organizations, as well as individuals a unique opportunity to support motor sports and enjoy the association to an active and loyal group of auto enthusiasts! In the end, it's all for a good cause... enhancing the club!

Purpose

The Viper Club of Illinois Sponsorship Program was developed to benefit the members and friends of our organization who support the club through their donations. It creates a venue for generous individuals and businesses to be formally recognized and gain a few benefits in support of the best club on Earth!

For individuals, it publicly recognizes those passionate supporters who make spirited contributions in good faith. To businesses, it can create valuable exposure to a distinct group of enthusiasts and partners.



Association & Return on Investment

Any sponsorship opportunity comes down to association and ROI (Return On Investment). The VCA-IL Club Officers understand this important factor and are confident that your involvement will be rewarding on multiple levels. The return will vary for each Sponsor, depending on what is important to them or their organization. For instance:

- For those involved with the sale of vehicles, vehicle accessories, or anything automobile related, you will be positioned front and center with an extremely loyal group of car-lovers who own multiple vehicles, invest in them and spend a great deal of money and time on a variety of related products, events, and activities.
- Some Sponsors will enjoy the business benefits that come from repeatedly placing your brand, logo and contact information in front of an executive level group of individuals and other business owners that make up the VCA-IL.
- Some of our Sponsors will simply enjoy their association with an extremely active motor sports club that is focused on fun, safety, and camaraderie.

Benefit Details

Each Sponsor will receive the following benefits and exposure for a period of one (1) year. Each Sponsorship year will begin with our first club general meeting in April. Everyone is eligible and encouraged to participate. ALL sponsors (with the exception of Associate sponsors) will receive the following benefits:

The Viper Vision Newsletter – Sponsors name, logo, contact information, descriptive text, and sponsorship level will be included in all issues of the Viper Vision. Our club creates this formal publication that is printed 4 times a year (professional quality, in glossy color). The periodical goes out to the entire Viper Club of Illinois membership. The magazine is also distributed to

many of the Daimler Chrysler Corp. executive leadership as well as a variety of National VCA officers and members across North America.

Banners – Huge hanging vinyl banners are created and made visible to all participants and spectators at all Viper Club gatherings! They will include the name or logo of each Sponsor and their sponsorship level.

Web-site exposure – The Viper Club of Illinois has created a significant presence on the internet. Our web-site (www.illinoisVipers.com) receives an average of over 60,000 hits every month (even peaking over 100,000 at times) from Viper owners, car enthusiasts, VCA members, and people from all over the world. Each Sponsor will be listed and will include the Sponsors name, logo, contact information, descriptive text, and sponsorship level. A live link can also be setup to your website or email. Your company name and information will also be submitted to all major search engines on the web, hence you gain more of a presence on the internet.

Trophies – During the year, sponsors may be listed on event trophies. These trophies are awarded at driving events and car shows.

Promotional Apparel-Merchandise – Throughout the year, the club may design event specific merchandise or apparel. These items may be provided to competitors or sold to attendees during special events. These promotional items will include each Sponsor's name and their sponsorship level.

Annual Club Video DVD – Each year the VCA-IL provides members with an "Afterglow" DVD, highlighting events throughout the year. This professionally edited production includes the name, contact information, and sponsorship level of each Sponsor. The video is gifted to members of the club at the holiday party, sold to individuals, and also distributed to Daimler Chrysler Corp executives. One of our recent videos was an award winner and played for the entire Viper Club of America membership at the Viper Owners Invitational in Las Vegas, NV.

Club Events – The Illinois Region is one of the most active Viper clubs on the planet. Club events are most plentiful April through October, but additional events are scheduled year-round. Some events include: Holiday Party & Auction, Club Picnics, Cruise Events, Drag Events, Car Shows, Performance Driver Training, Road-Race Course Events, Monthly Meetings, AutoCross Events, National VCA Events & much more...

Fund Raisers & Special Events – The club will often endeavor to create events outside of its usual regimen. Many special events take place like the Detroit Dream Weekend, Nascar, Fund Raisers, etc... Sponsors will be associated with any special events that take place during the year.

Meeting Segment – Sponsors will be given time to speak and market their business at one club meeting a year (if they choose).

Sponsorship Badge – A special adhesive sponsorship badge will be created each year that will indicate the year and the sponsorship level. Stick it on your car, trailer, etc... to make your support of the club known!

Sponsorship Plaque – A beautiful custom plaque will be awarded to all sponsors. Each year will have a unique design, include the year of sponsorship, and the sponsorship level. Display it proudly!

Sponsor Packet – Each sponsor will receive a thank you packet that will contain (among other things) the last Club Afterglow DVD and Club Calendar. Sponsors will also be put on our mailing list and sent our Viper Vision Newsletter free of charge.

Continuing Benefits – Even after the year has been completed, the VCA-IL will continue to recognize past sponsors by naming them in future Viper Vision newsletters and club videos for a limited time.

Additional Facts to Consider

- Auto industry professionals have described the VCA as, “The MOST loyal auto owners group in America”.
- The VCA-IL Region was the first Viper Club in the world, formed in Chicago in 1994.
- The VCA-IL is proud to maintain key relationships with the passionate Daimler Chrysler executives who have become friends to our club.
- Our growth and new membership continues to grow on a steady basis.
- Our events are widespread in geography and nature. You’ll have visibility with people who enjoy racing, cruising, picnics, car shows, etc...
- We enjoy a wonderful demographic of professionals and entrepreneurs. Business is a large part of what our members do!
- Club members pride themselves on their close relationships and they’re good people to do business with.

Levels of Sponsorship

The club offers several levels of sponsorship. Sponsorships can be made as an individual or business.

Sponsorship Level	Amount
Silver Level Sponsorship	\$500 - \$1999
Gold Level Sponsorship	\$2000 - \$3999
Platinum Level Sponsorship	\$4000 - above

Additional Opportunities

Event Sponsorship

Individuals and businesses are also offered the opportunity to sponsor a single event. This brings awareness and exposure to a particular crowd at a particular period. This type of sponsorship usually includes negligible costs for trophy's, supplies, etc... Contact your club officers for more information and details. Events that can be sponsored are:

- Annual Holiday Party
- Dream Weekend
- Club Picnics
- Charity Events
- Monthly Meetings
- Cruise Events
- Performance Driving Events

Product Donations

This is a unique way to help the club and gain exposure. You don't have to be an annual sponsor to participate, of course annual sponsors are also welcome. It allows anyone to touch the club in their own way.

You can simply donate an item for auction or raffle. It can be personally made or bought. When the item is used, an announcement will be made indicating who donated the item.

Feel free to contact your club officers for more information.



IL VCA Sponsorship Form

Please complete the following information and mail or fax the sponsorship form to the address listed below. Both a businesses or an individual can be sponsors!

Name of Sponsor (as it will be listed) _____

What descriptive text about your business would you like to appear below your Name or logo (Optional)? _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

Email _____

Sponsorship Level:

Amount Sponsored: \$ _____
(Silver: \$500-\$1999, Gold: \$2000-\$3999, Platinum: \$4000-above)

Contact Name _____

Authorized Signature _____

Submission

Please submit your form quickly. Though you can become a sponsor anytime, sponsorships run on a fixed cycle from April through March of the following year.

Payment - Make all checks payable to "Viper Club of Illinois".

Logos - If you wish your logo to be used, simply email your logo to "Sponsorship@IllinoisVipers.com" or mail an image or picture to the address below.

Form - You can mail your form to the below address or fax to (630) 543-2360

Mail to: Viper Club of America, Illinois Region
1332 Meyer Drive
Addison, IL 60101

THANK YOU FOR YOUR SPIRIT AND GENEROSITY!