



# Sponsorship

## HAS ITS PRIVILEGES!

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

The Viper Club of Illinois is a small and unique group of individuals who have come together to build a culture that is not typically found in most clubs. In addition to a very friendly atmosphere, this club prides itself on giving back to its members and accomplishing some not-to-ordinary things. To achieve this level of quality, a formal sponsorship program was put in place to allow people to help the club while receiving recognition, visibility, or benefit from business networking. 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... to reinvest and enhance the club! In fact 95% of our sponsors are club members simply donating to the club! You don't need to be a business, it's all about helping the club you love.



#### **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 the Associate Sponsor level) will receive the following benefits:

**Banners** – Huge 6' hanging vinyl banners are created and made visible to all participants and spectators at 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](http://www.illinoisVipers.com)) receives an average of over 80,000 hits every month 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** – Several of our events have trophies which are awarded to participants. Certain events will have trophy plaques which will have the name and sponsorship level of all sponsors imprinted on them.

**The Viper Vision Newsletter** – When we publish newsletters, the sponsors name, logo, contact information, descriptive text, and sponsorship level will be included in all issues. 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.

**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. Several of our recent videos were award winners and played at several Viper Owner Invitationals.

**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... Always praising our sponsors.

**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, Viper “Invades” events, etc... Sponsors will be associated with any special events that take place during the year.

**Meeting Segment** – Will be given time to speak and market their business at one club meeting a year (if they choose). The sponsorship banner will be hung at every meeting. Typical attendance is easily 100+ members.

**Sponsorship Badge** – A special adhesive sponsorship badge will be created each year that will indicate your generous support of the club. 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!

**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.

### **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.

<b>Sponsorship Level</b>	<b>Amount</b>
Associate Member Sponsorship	\$100
Silver Level Sponsorship	\$500 - \$1999
Gold Level Sponsorship	\$2000 - \$3999
Platinum Level Sponsorship	\$4000 - above

- Silver, Gold, and Platinum sponsorships will receive ALL the benefits listed on the previous pages!
- Associate Member Sponsors will have their names published in the Viper Vision and listed on the sponsor banner as valued supporters of the club!

**So come along and become one of the proud number of people who hold the club on its shoulders and support it’s cause. Many look at it as giving back to the club that gives them so much. It’s a reflection of our culture: “You come for the car, but you stay for the people”. And we mean it!**

## Sponsorship Submission Form

Please complete the following information and mail the sponsorship form to the address listed below.

Name of Sponsor (as you want it 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: (check one)**

- ASSOCIATE
- SILVER
- GOLD
- PLATINUM

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

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

### **Submission**

**Please submit your form by March 1<sup>st</sup>. Though you can become a sponsor anytime, sponsorships run on a fixed cycle from April through March of the following year and we want you to get maximum benefit.**

**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.

Mail to: Viper Club of America, Illinois Region  
681 Saratoga Circle  
Algonquin, IL 60102

If you have any questions, don't hesitate to call our club hotline: (630) 415-3642

**THANK YOU FOR YOUR SPIRIT AND GENEROSITY!**