

# **An Opportunity For You**

Neohio Region members have a rare opportunity to support their region as well as market their business by sponsoring various aspects of the race events during the 2011 season. This rare opportunity will help deflect costs to the region as well as promote member businesses.

As the event organizer, the region provides lunches to workers and a dinner on Saturday night for all participants as well as the awards/trophies. The region this year would like to bring back a weekend race program as well as T-shirts and other giveaways to all participants. These items will provide a great opportunity to market your business for a modest sponsorship amount.

Opportunities can include logo placement on printed materials and event shirts or sponsoring a lunch or dinner during the weekend. Sponsorship in-kind of services, products or discounts to participants or even branding an event with your corporate identity in a title sponsorship is available.

As a not-for-profit organization run by its members, partnerships are important to help maximize the experience of our member participants and volunteer workers as well as to help minimize the costs to the participants themselves for the events.

Please contact any of the committee for additional information: Pat Prill, 330-715-0793 [prillp313@yahoo.com](mailto:prillp313@yahoo.com); Debbie & Maurice LaFond - 440-946-2207, [racers10@sbcglobal.net](mailto:racers10@sbcglobal.net); Bob Roberst, 330-607-2343, [Roberts302SB@yahoo.com](mailto:Roberts302SB@yahoo.com).

The Neohio Region of the Sports Car Club of America would like to extend a unique opportunity for you to market your business brand to auto racing participants and enthusiasts from a five-state area.

In 2011, Neohio Region SCCA will host four race weekends at Nelson Ledges Road Course—a fast, undulating two-mile sports car racing track in Northeastern Ohio. Each race will attract hundreds of drivers, car owners, crew, volunteer workers and their family and friends from Ohio , Pennsylvania , Indiana , Michigan and New York . Survey data shows that SCCA members and enthusiasts are not only loyal, but influential to others as well.

As the event organizer, Neohio provides meals, an event program, event tee-shirts, trophies and other giveaways to the workers, racers and spectators. These items provide a great opportunity to market your business for a modest event sponsorship. Opportunities can include logo placement on printed materials and event shirts, sponsorship in-kind of services or products or even branding an event with your corporate identity in a title sponsorship.

Attached is an ala carte list of opportunities for our events as well as the schedule. We are open to combining items and developing package discounts for multiple opportunities. As a not-for-profit organization run by its members, partnerships are important to help maximize the experience of our member participants and volunteer workers as well as to help minimize the costs to the participants themselves for the events.

We hope that you will consider this unique way to promote your business to a unique market. Please feel free to contact anyone on

our committee with any questions you may have and we look forward to speaking to you soon.

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Sincerely,

Neohio Region, Sports Car Club of America