

The **Delaware Valley Chapter of the BMW Car Club of America** (Del Val BMW CCA) retains over 2,000 members. In 2011, the club was very active: in addition to hosting many social events, we published four issues of our newsletter, *Bavarian Motor Notes*; organized & ran four High Performance Driver Education Schools (HPDE's) at Summit Point Motorsports Park (Main & Jefferson Circuits), Watkins Glen International, New Jersey Motorsports Park, and Pocono Raceway. In addition, we organized and hosted a BMW CCA Club Race at the Lightning Circuit of NJMP. We also held three very successful Street Survival ([www.StreetSurvival.org](http://www.StreetSurvival.org)) programs for teen drivers, one jointly with an SCCA driver school. We are very proud to have close associations with our neighboring motorsport groups who share our passion. We have revamped the club's web site adding videos, a photo gallery and member forums. In 2012, the club expects to continue to host more driving events, membership meetings, specialty events, and encourage ongoing membership growth.

The BMW CCA and affiliated chapters including DelVal are non-profit. Sponsorship of the club benefits everyone by bringing better, more educated, and safer drivers to the street. Our chapter also supports many worthwhile charitable causes, including donating \$15,000 last year to the Philadelphia Affiliate of Susan G. Komen for the Cure®, which helped us to be nationally acknowledged as the ***Number Two Chapter in the country for our level of charitable donations in 2011!*** Likewise, our membership spends a significant amount of their own significant disposable income on maintaining and upgrading their cars.

## Sponsorship Packages

Sponsorship packages are a great way to establish commitment to the club and its members.

Level	Newsletter	Website	Schools	Value	Cost/Year
<b>Premiere</b>	Full Page	7-Series + Name or Logo on T-Shirts	3 Attendees	\$6,500	\$5,000
<b>7-Series Club</b>	Full Page	5-Series + Banner on Navigation Bar	3 Attendees	\$4,550	\$4,000
<b>5-Series Club</b>	1/2 Page	Logo on Sponsor & Driver School Pages	2 Attendees	\$2,900	\$2,500
<b>3-Series Club</b>	1/4 Page	Logo on Sponsor Page	1 Attendee	\$1,200	\$1,000

## Newsletter Only

In 2012, Del Val Chapter hopes to start publishing five newsletters per year (instead of four.) Each member (~2,000) receives a copy, in addition to national CCA officers and assorted other associates. Extra copies are supplied to local dealerships and sponsoring organizations.

Placement	Size	Cost/Issue	Cost/Year
<b>Rear Inside or Outside* Cover, Full Page</b>	8.5" x 11" *8.5" x 8"	n/a	\$1,300
<b>Full Page</b>	8.5" x 11"	\$275	\$950
<b>Half Page</b>	7.5" x 5"	\$185	\$655
<b>Quarter Page</b>	3.5" x 5"	\$100	\$325
<b>Business Card</b>	3.5" x 2.5"	\$75	\$250

## Web Site Only

With the addition of dynamic videos, photos, and forums, the Del Val web site ([www.delvalbmwcca.org](http://www.delvalbmwcca.org)) has experienced tremendous growth over the past few years. In 2011, we received an average of over 2,175 pageviews per month, of which **over 43% were new visits**, mostly from self-selecting and highly motivated enthusiasts. On average, our visitors spent 2½ minutes on our web site, each of which were exposed to our banner ads, and in many cases several times over. One click on these banners or logos redirected the viewer to your own web page. Shouldn't our motivated viewers be seeing your name there, too?

Item	Size	Cost/Year	Cost/Month
Clickable Banner	468 x 60	\$800	\$100
Clickable Logo Button	100 x 33	\$400	\$50

## Postcards: \$550 per postcard

We expect to send out one or two postcards this year to our membership, between certain newsletter issues when special events require specific notice. Also, in times of multiple events, postcards will be used to highlight any upcoming events which might have been finalized after the deadline for the most recent newsletter. In these cases, an opportunity exists for a single sponsor to underwrite a postcard, on which the left half of the address side will feature their customized message.

## Driving School Events

There are several levels of sponsorship available for DelVal Chapter Driving School events. The driving school events are held four or five times per year and are usually held at Summit Point Motorsports Park, Watkins Glen International Speedway, New Jersey Motorsports Park, and Pocono International Raceway. Sponsoring a driving school event provides many benefits and receives very popular exposure!

## Driving School & Banquet Sponsor: \$4,500 per event

Your School & Banquet Sponsorship Includes:

- Your logo placed prominently on the DelVal Chapter Web site – Drivers School section;
- Your logo included on any t-shirts given to students and instructors;
- Your name included in the event's title in all promotion, for example, "Del Val BMW CCA Driver School, Sponsored by [Your Company]";
- Sponsor may provide advertising brochures/catalogs to be placed in registration packages or to be placed at registration;
- Sponsor may provide at least one banner to hang in registration area;
- Sponsor may provide merchandise for the student and instructor raffles;
- One free student enrollment. (They make great gifts for your special customers!)

## Other Customizable Sponsorship Programs Are Available

**Contact** for more information:

Web Site: [www.DelValBMWCCA.org](http://www.DelValBMWCCA.org)  
 Email: [ads@delvalbmwcca.org](mailto:ads@delvalbmwcca.org)  
 Mail: Delaware Valley BMW CCA  
 PO Box 385  
 Flourtown, PA 19031-0385

## Order Form

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

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

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

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

Phone/E-Mail: \_\_\_\_\_ / \_\_\_\_\_

Description	Term	Cost	Total
<b>Sponsorship Package</b>			
<b>Premiere Sponsorship</b>	1 Year	\$5,000	
<b>7-Series Club</b>	1 Year	4,000	
<b>5-Series Club</b>	1 Year	2,500	
<b>3-Series Club</b>	1 Year	1,000	
<b>Newsletter Advertising</b>			
<b>Rear Inside/Outside Cover, Full Page</b>	1 Year	1,300	
<b>Full Page</b>	Issue / Year	275 / 950	
<b>Half Page</b>	Issue / Year	185 / 655	
<b>Quarter Page</b>	Issue / Year	100 / 325	
<b>Business Card</b>	Issue / Year	75 / 250	
<b>Web Site Advertising</b>			
<b>Banner with Link</b>	Issue / Year	100 / 800	
<b>Logo Button with Link</b>	Issue / Year	50 / 400	
<b>Driving Event &amp; Banquet Sponsorship</b>			
<b>Summit Point</b>	Event	4,500	
<b>Watkins Glen</b>	Event	4,500	
<b>Pocono</b>	Event	4,500	
<b>NJ Motorsports Park</b>	Event	4,500	
<b>Total:</b>			