



## QUEEN CITY CORVETTE CLUB SPONSOR PROGRAM ADOPTED ON 11 April 2017

### ARTICLE I PURPOSE

**SECTION 1.0: Purpose:** The purpose of this program is to provide the definition of a sponsor and to delineate the different levels of sponsorship. The duties of both parties will also be outlined.

### ARTICLE II DEFINITIONS

**SECTION 2.0: Sponsor:** A sponsor is any entity that subscribes to an annual donation to the Queen City Corvette Club (QCCC). The amount of the donations will determine the level of sponsorship to be awarded. Any donor providing an amount below the prescribed levels shall be considered an advertiser.

**SECTION 2.1: Donations:** The amount of the donation will be calculated by adding the number of dollars to the value of goods donated which offset the cost of goods that QCCC would have to purchase. Any extraneous donated goods that do not provide an immediate cost benefit to the club will not be counted. Any offer of goods and/or services for individual Club Members whose value cannot be pre-determined will not be accepted. All donations shall be given to QCCC with the proviso that they will have uninhibited use by the club.

### ARTICLE III LEVELS OF SPONSORSHIP

**SECTION 3.0: Number of Levels:** There shall be three levels of sponsorship; Gold, Silver and Bronze. The number of each level shall be restricted as follows: Gold – one sponsor, Silver – two sponsors and Bronze – three sponsors.

**SECTION 3.1: Gold Level:** The one Gold Level Sponsor shall be considered the primary sponsor and no other sponsor shall be of the same business interest. The selection of the Gold Level Sponsor shall be by a majority vote of the Board of Directors of QCCC. To achieve and maintain the status of a Gold Level Sponsor, an annual donation of \$5,000.00 or greater is required. **Currently, RICK HENDRICK'S CITY CHEVROLET is our GOLD LEVEL Sponsor and NO ADDITIONAL GOLD Sponsorships are available.**

**SECTION 3.2: Silver Level:** The two Silver Level Sponsors may be of the same business interest (i.e. car parts, car services, etc.) but may not be a competitor of the Gold Sponsor. The Board will have full discretion on determining if a conflict exists between the business interests of the sponsors. To achieve and maintain the status of a Silver Sponsor, an annual donation of \$2,500.00 to \$4,999.00 will be required.

**SECTION 3.3: Bronze Level:** The three Bronze Level Sponsors may be of the same business interest but not be a competitor of the Gold or Silver Sponsors. The Board will have full discretion on determining if a conflict exists between the business interests of the sponsors. To achieve and maintain the status of a Bronze Sponsor, an annual donation of \$1,000.00 to \$2,499.00 will be required.

#### **ARTICLE IV** **SPONSOR CONSIDERATION**

**SECTION 4.0: Newsletter Ads:** In consideration for becoming a sponsor of QCCC, the Gold Sponsor will be given a full page ad in the newsletter, the Silver Sponsors a half-page ad, and the Bronze Sponsors a one-fourth page ad.

**SECTION 4.1: Other Considerations:** In addition to prominent newsletter ads, sponsors shall be given prime vendor spots at car shows and other QCCC gatherings. Sponsors and their levels will also be displayed on the opening page of the QCCC website. Any special requests by sponsors for mentioning at a QCCC meeting will be given high consideration by the Board of Directors. QCCC places a high value on its sponsors and will attempt to accommodate any sponsor requests within reason.

#### **ARTICLE V** **ADVERTISEMENTS**

**SECTION 5.0: Published Ads:** All advertisements submitted by sponsors will require approval by the QCCC Board of Directors prior to publishing them in the newsletter or website. Ads must be professional in nature and in good taste.

