



Queen City Corvette Club
PO Box 1621
400 Gilead Road
Huntersville, NC 28070

Sponsorship Policy

Sponsorship Terms and Conditions

ARTICLE I - PURPOSE

SECTION 1.0

The purpose of this policy is to provide the definitions of the Sponsorship Program and to delineate the different levels of Sponsor, Patron and Supporter. The duties of these three levels and QCCC will be outlined.

ARTICLE II - DEFINITIONS

SECTION 2.0

Sponsorship: Sponsorship is any entity that subscribes to an annual donation to the Queen City Corvette Club (QCCC). The amount of the donation 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 provision that they will have uninhibited use by the club.

ARTICLE III - LEVELS of SPONSORSHIP

SECTION 3.0

Number of Levels: There shall be three sponsorship levels: Diamond Sponsor, Platinum Patron and Gold Supporter. The number of each level shall be restricted as follows: Diamond - one, Platinum - two and Gold - three.



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SECTION 3.1

Diamond Sponsor: The Diamond Sponsor shall be considered the primary sponsor, and no other sponsor shall be of the same business interest. The selection of the Diamond Sponsor shall be by a majority vote of the Board of Directors of QCCC. To achieve and maintain the status of a Diamond Sponsor, an annual donation of \$5,000.00 is required.

Currently, RICK HENDRICK'S CITY CHEVROLET is our DIAMOND Sponsor and NO ADDITIONAL DIAMOND Sponsorships are available.

SECTION 3.2

Platinum Patron: The Platinum Patron may be of the same business interest (i.e. car parts, car services, etc.) but may not be a competitor of the Diamond Sponsor. The Board will have full discretion in determining if a conflict exists between the business interests. To achieve and maintain the status of Platinum Patron, an annual donation of \$2,500.00 will be required.

SECTION 3.3

Gold Supporter: The Gold Supporter may be of the same business interest but not be a competitor of the Diamond Sponsor. The Board will have full discretion on determining if a conflict exists between the business interests of the Diamond Sponsor. To achieve and maintain the status of Gold Supporter, an annual donation of \$1,000.00 will be required.

ARTICLE IV - SPONSORSHIP CONSIDERATION

SECTION 4.0

Newsletter Ads: In consideration for becoming involved in the Sponsorship program of QCCC, the Diamond Sponsor will be given a full-page ad in the newsletter in addition to their corporate logo appearing on the masthead on the front page. The Platinum Patron will be given a half-page ad, and the Gold Supporter a one-fourth page ad. The newsletter pages with the respective ads will allow each to include advertising copy in addition to graphic art representing their interests as long as it does not exceed their respective page constraint. Ad acceptance is at the discretion of QCCC.

SECTION 4.1



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Website Ads: In consideration for becoming involved in the Sponsorship program of QCCC, the Diamond Sponsor will be given a full-page on the QCCC website in addition to their corporate logo appearing on the home page. The Platinum Patron will be given a half-page ad, and the Gold Supporter a one-fourth page ad. The website pages with the respective ads will allow each to include advertising copy in addition to graphic art representing the respective sponsor so long as it does not exceed their respective page constraint. Ad acceptance is at the discretion of QCCC.

SECTION 4.2

Other Considerations: In addition to prominent newsletter ads, Diamond Sponsor shall be given prime vendor spots at car shows and other QCCC gatherings. Any special requests for inclusion at a QCCC meeting will be given due consideration by the Board of Directors. QCCC places a high value on its Sponsorship Program and will attempt to accommodate any requests within reason.

ARTICLE V - ADVERTISEMENTS

SECTION 5.0

Published Ads: All advertisements submitted by a Diamond Sponsor, Platinum Patron, or Gold Supporter will require approval by the QCCC Board of Directors prior to their publication in the newsletter or website. Ads must be professional in nature and in good taste.

For information on the QCCC SPONSORSHIP PROGRAM, please contact the Director of Communications at communications@queencitycorvette.com