

The Delaware Valley Chapter of the BMW Car Club of America (BMW CCA) retains over 1,900 members. In 2008, the club was very active publishing four newsletters, organized & ran three High Performance Driver Education (HPDE) schools at Summit Point Raceway, Watkins Glen International, Thunderbolt Raceway, and Pocono, held a very successful Street Survival (www.StreetSurvival.org) program for teen drivers. We revamped the club's web site adding videos, a photo gallery and member forums. Our fall Pocono event was so successful the school was over-subscribed and students were placed on a waiting list. In 2009, the club expects to add more driving events, membership meetings, specialty events, and ever-evolving membership growth.

The BMW CCA and affiliated chapters including DeVal are non-profit. Sponsorship to the club benefits everyone by bringing better, more educated, safe drivers to the street. Our chapter also supports many worthwhile charitable causes (including donating \$10,000 to the Philadelphia Affiliate of Susan G. Komen for the Cure[®]), ranking consistently in the top-10 chapters in the country for our level of giving! Likewise, our membership spends a significant amount of money on maintaining and upgrading their cars.

Sponsorship Packages

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

	Newsletter	Website	Schools	Value	Cost/Year
7-Series Club	Full Page	Logo & Link on Navigation Bar	3 Attendees	\$4,550	\$4,000
5-Series Club	1/2 Page	Logo on Sponsor & Driver School Pages	2 Attendees	\$2,900	\$2,500
3-Series Club	1/2 Page	Logo on Sponsor Page	1 Attendee	\$1,500	\$1,250

Newsletter Only

DeVal usually publishes at least 4 newsletters per year. Each member (~1,900) receives a copy in addition to national CCA officers and assorted other associates. Extra copies are supplied to local dealerships and sponsoring companies.

Placement	Size	Cost/Issue	Cost/Year
Front Inside or Rear Inside/Outside Cover Full Page:	8" x 10.5"	n/a	\$1,750
Front/Rear Inside/Outside Cover Half Page:	8" x 5"	n/a	\$1,000
Full Page:	8" x 10.5"	\$250	\$900
Half Page:	8" x 5"	\$175	\$625
Quarter Page:	3.75" x 5"	\$85	\$300
1/8th Page:	3.75" x 2.25"	\$60	\$225

Web Site Only

With the addition of videos, photos and forums, the chapter web site experienced tremendous growth in 2006. On average there were 74,000+ hits per month. In October, 2006 there was a record of 129,320 hits alone.

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

Postcards: \$500 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 advertiser to sponsor a postcard, on which their participation will be duly noted.

Driving School Events

There are several levels of sponsorship available for DeVal Chapter Driving School events. The driving school events are held three or four 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 Sponsor: \$1,000 per event

Your School Sponsorship Includes:

- Logo placed prominently on the DeVal Chapter Web site – Drivers School section.
- Name included on any t-shirts and/or merchandise given to students and instructors.
- 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 student enrollment (They make great gifts for customers!)

Other Customizable Sponsorship Programs Available

Contact for more information:

Web Site: www.DelValBMWCCA.org
 Email: ads@delvalbmwcca.org
 Mail: DelVal BMW CCA
 P.O. Box 385
 Flourtown, PA 19031-0385

Order Form

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone/E-Mail _____

Description	Term	Cost	Total
Sponsorship Package			
Premiere Sponsorship	(1-Year)	\$5,000	
7-Series Club	(1-Year)	4,000	
5-Series Club	(1-Year)	2,500	
3-Series Club	(1-Year)	1,250	
Newsletter Advertising			
Front Inside or Rear Inside/Outside Cover Full Page	(1-Year)	1,750	
Front/Rear Inside/Outside Cover Half Page	(1-Year)	1,000	
Full Page	Month/Year	250 / 900	
Half Page	Month/Year	175 / 625	
Quarter Page	Month/Year	85 / 300	
1/8 th Page	Month/Year	60 / 225	
Web Site Advertising			
Button Ad with Link	Month/Year	50 / 400	
Banner Ad with Link	Month/Year	100 / 800	
Driving Event Sponsorship			
Summit Point	Event	1,000	
Watkins Glen	Event	1,000	
Pocono	Event	1,000	
NJ Motorsports Park	Event	1,000	
Total:			