

The Delaware Valley Chapter of the BMW Car Club of America (DeVal BMW CCA) retains 1,900 members. In 2009, the club was very active publishing four newsletters, organized & ran five High Performance Driver Education (HPDE) schools at: Summit Point Motorsports Park (Main & Jefferson Circuits); Watkins Glen International; New Jersey Motorsports Park (Thunderbolt & Lightning Circuits); and Pocono Raceway, two of which were conducted jointly with our friends from the New Jersey Chapter. In addition, we organized and hosted our first BMW CCA Club Race in about ten years at the Lightning Circuit of NJMP. We also held three very successful Street Survival (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 2010, the club expects to add even more driving events, membership meetings, specialty events, and ever-evolving membership growth.

The BMW CCA and affiliated chapters including DeVal 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 \$10,000 last year to the Philadelphia Affiliate of Susan G. Komen for the Cure®), ranking consistently in the top ten chapters in the country for our level of giving. 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
Premiere	Full Page	7-Series + Name or Logo on T-Shirts	3 Attendees	\$6,500	\$5,000
7-Series Club	Full Page	5-Series + Banner 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	1/4 Page	Logo on Sponsor Page	1 Attendee	\$1,200	\$1,000

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 organizations.

Placement	Size	Cost/Issue	Cost/Year
Front Inside or Rear Inside/Outside Cover Full Page	8" x 10.5"	n/a	\$1,850
Front/Rear Inside/Outside Cover Half Page	8" x 5"	n/a	\$1,075
Full Page	8" x 10.5"	\$275	\$950
Half Page	8" x 5"	\$185	\$655
Quarter Page	3.75" x 5"	\$100	\$325
Business Card	3.75" x 2.25"	\$75	\$250

Web Site Only

With the addition of dynamic videos, photos, and forums, the DeVal web site has experienced tremendous growth over the past few years. In 2009, we received an average of over 3,300 pageviews per month, of which 44% were new visits, mostly from self-selecting, motivated enthusiasts. **In July alone, we experienced nearly 9,000 pageviews**, each of which were exposed to our banner ads, and in many cases several times over. One click on these banner or logo ads will redirect the viewer to your own web page. Shouldn't our motivated viewers be seeing your name there, too?

Item	Size	Cost/Year	Cost/Month
Banner Ad	468 x 60	\$800	\$100
Logo Ad	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 advertiser to sponsor a postcard, on which the left half of the address side will feature their advertisement.

Driving School Events

There are several levels of sponsorship available for DeVal 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 Sponsor: \$1,000 per event

Your School Sponsorship Includes:

- Your logo placed prominently on the DeVal Chapter Web site – Drivers School section;
- Your logo included on any t-shirts 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 free student enrollment. (They make great gifts for your special customers!)

Other Customizable Sponsorship Programs Available

Contact for more information:

Web Site: www.DelValBMWCCA.org
 Email: 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
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	1,000	
Newsletter Advertising			
Front Inside or Rear Inside/Outside Cover Full Page	1 Year	1,850	
Front/Rear Inside/Outside Cover Half Page	1 Year	1,075	
Full Page	Month/Year	275 / 950	
Half Page	Month/Year	185 / 650	
Quarter Page	Month/Year	100 / 325	
Business Card	Month/Year	75 / 250	
Web Site Advertising			
Banner Ad with Link	Month/Year	100 / 800	
Button Ad with Link	Month/Year	50 / 400	
Driving Event Sponsorship			
Summit Point	Event	1,000	
Watkins Glen	Event	1,000	
Pocono	Event	1,000	
NJ Motorsports Park - Thunderbolt	Event	1,000	
NJ Motorsports Park - Lightning	Event	1,000	
Total:			