

The **Delaware Valley Chapter of the BMW Car Club of America** (Del Val BMW CCA) retains over 2,000 members. In 2010, 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, which was honored nationally as the Mid-Atlantic Region's "Premier Event" of the season. 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 2011, 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 \$12,500 last year to the Philadelphia Affiliate of Susan G. Komen for the Cure®; this year, it was **\$15,000**), ranking consistently in the *top few chapters in the country for our level of charitable donations*. 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

In 2011, Del Val Chapter will start publishing five 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
Rear Inside or Outside* Cover, Full Page	8.5" x 11" *8.5" x 8"	n/a	\$1,300
Full Page	8.5" x 11"	\$275	\$950
Half Page	7.5" x 5"	\$185	\$655
Quarter Page	3.5" x 5"	\$100	\$325
Business Card	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) has experienced tremendous growth over the past few years. In 2010, we received an average of over 2,730 pageviews per month, of which **over 46% 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 Sponsor: \$1,000 per event

Your School 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;
- 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			
Rear Inside/Outside Cover, Full Page	1 Year	1,300	
Full Page	Issue / Year	275 / 950	
Half Page	Issue / Year	185 / 655	
Quarter Page	Issue / Year	100 / 325	
Business Card	Issue / Year	75 / 250	
Web Site Advertising			
Banner with Link	Issue / Year	100 / 800	
Logo Button with Link	Issue / Year	50 / 400	
Driving Event Sponsorship			
Summit Point	Event	1,000	
Watkins Glen	Event	1,000	
Pocono	Event	1,000	
NJ Motorsports Park	Event	1,000	
Total:			