

LIBERTY REGION CORVETTE CLUB

LRCC Sponsorship Structure

**Marketing Committee -
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The Sponsorship fee structure for the Liberty Region Corvette Club is arranged in 4 distinct tiers, namely, Bronze, Silver, Gold and Platinum. The cost to the sponsor and benefits received by the sponsor are arranged in increasing value commensurate with the specific tier. The below information describes the tier structure, associated benefits and associated fees for each. A selection of the particular tier is all that is required.

Sponsorship Levels and Fees:

- Bronze: \$250
- Silver: \$500
- Gold: \$1000
- Platinum: \$2000

Benefits Associated with Each Level:

• ***Bronze Sponsorship***

o Vette Gazette

♣ Quarter Page Color Ad

o Website

♣ Quarter Page Ad

• Ad appears on Sponsor Pages

• Location relative to sponsorship level

o Ads are sorted by Level in decreasing order of Sponsorship

♣ Logo appears on all website pages sorted by Level in decreasing order of Sponsorship

• Logo size is relative to the level of Sponsorship (Max size specified by LRCC)

o Size incrementally increases as you go from Bronze to Platinum

o Bronze Sponsor's logo is the smallest size logo on Website

♣ Hot link to Sponsor's website

o Social Media

- ♣ Logo appears on all LRCC Social Media Pages
- Logo size is relative to the level of Sponsorship (Max size specified by LRCC)

o Trailer

- ♣ Sponsor Supplied Logo affixed to Club Trailer
- Size and location relative to Sponsorship Level.
- o Smallest size Logo (Maximum size specified by LRCC)*

o Club Banner

- ♣ Sponsor Logo Affixed to Club Banner
- Size and location relative to Sponsorship Level.
- Smallest size Logo (Maximum size specified by LRCC)

o LRCC Car Shows

- ♣ Free Vendor Space at all LRCC Shows
- ♣ Sponsor info appears on Show Program and displayed on Club Banner

o LRCC Support

- ♣ Sponsor Presentation at LRCC Meetings
 - ♣ Potential Business from LRCC Membership
- LRCC Sponsorship Structure***

• **Silver Sponsorship**

o **Vette Gazette**

♣ Half Page Color Ad

o Website

♣ Half Page Ad

• Ad appears on Sponsor Pages

• Location relative to sponsorship level

o *Ads are sorted by Level in decreasing order of Sponsorship*

♣ Logo appears on all website pages sorted by Level in decreasing order of Sponsorship

• Logo size is relative to the level of Sponsorship

o *Size incrementally increases as you go from Bronze to Platinum*

o *Silver Sponsor's logo is larger than the Bronze Logo but smaller than the Gold Logo on the Website (Max size specified by LRCC)*

♣ Hot link to Sponsor's website

o **Social Media**

♣ Logo appears on all LRCC Social Media Pages

• Logo size is relative to the level of Sponsorship (Max size specified by LRCC)

o **Trailer**

♣ Sponsor Supplied Logo affixed to Club Trailer

• Size and location relative to Sponsorship Level.

o *Sponsor's logo is larger than the Bronze Logo but smaller than the Gold Logo (Maximum size specified by LRCC)*

o **Club Banner**

♣ Sponsor Logo Affixed to Club Banner

• Size and location relative to Sponsorship Level.

o *Sponsor's logo is larger than the Bronze Logo but smaller than the Gold Logo (Maximum size specified by LRCC)*

o **LRCC Car Shows**

♣ Free Vendor Space at all LRCC Shows

♣ Sponsor info appears on Show Program and displayed on Club Banner

o LRCC Support

- ♣ Provide Corvettes for Display Purposes at Sponsor Event**
- ♣ Sponsor Presentation at LRCC Meetings**
- ♣ Potential Business from LRCC Membership**

• **Gold Sponsorship**

o **Vette Gazette**

♣ Full Page Color Ad

o Website

♣ Full Page Ad

• Ad appears on Sponsor Pages

• Location relative to sponsorship level

o Ads are sorted by Level in decreasing order of Sponsorship

♣ Logo appears on all website pages sorted by Level in decreasing order of Sponsorship

• Logo size is relative to the level of Sponsorship

o Size incrementally increases as you go from Bronze to Platinum

o *Gold Sponsor's logo is larger than the Silver Logo but smaller than the Platinum Logo on the Website (Max size specified by LRCC)*

♣ Hot link to Sponsor's website

o **Social Media**

♣ Logo appears on all LRCC Social Media Pages

• Logo size is relative to the level of Sponsorship (Max size specified by LRCC)

o **Trailer**

♣ Sponsor Supplied Logo affixed to Club Trailer

• Size and location relative to Sponsorship Level.

o *Sponsor's logo is larger than the Silver Logo but smaller than the Platinum Logo (Maximum size specified by LRCC)*

o **Club Banner**

♣ Sponsor Logo Affixed to Club Banner

• Size and location relative to Sponsorship Level.

o *Sponsor's logo is larger than the Silver Logo but smaller than the Platinum Logo (Maximum size specified by LRCC)*

o **LRCC Car Shows**

♣ Free Vendor Space at all LRCC Shows

♣ Sponsor info appears on Show Program and displayed on Club Banner

o LRCC Support

- ♣ LRCC Show support during Sponsor run Show**
 - ♣ Provide Corvettes at Sponsor Run Show**
 - ♣ Provide Corvettes for Display Purposes at other Sponsor Event**
 - ♣ Sponsor Presentation at LRCC Meetings**
 - ♣ Potential Business from LRCC Membership**
- LRCC Sponsorship Structure**

• **Platinum Sponsorship**

o **Vette Gazette**

♣ Full Page Premium Color Ad on the Back Cover of the Publication

o **Website**

♣ Full Page Ad on Sponsorship Page

• Ad appears at the top of the Sponsor Pages with Top Billing

• Location relative to sponsorship level

o Ads are sorted by Level in decreasing order of Sponsorship

♣ Logo appears on all website pages sorted by Level in decreasing order of Sponsorship

• Logo size is relative to the level of Sponsorship (Max size specified by LRCC)

o Size incrementally increases as you go from Bronze to Platinum

o Platinum Sponsor's Logo is largest logo on Website and receives top billing

♣ Ad appears on Sponsor Pages

• Size and location relative to sponsorship level

o Ads are sorted by Level in decreasing order of Sponsorship

o Platinum Level Sponsorship Ads are placed at a premium location at the top of the page

♣ Hot link to Sponsor's website

o **Social Media**

♣ Top Billing for Logo on all LRCC Social Media Pages

• Logo size is relative to the level of Sponsorship (Max size specified by LRCC)

o **Trailer**

♣ Sponsor Supplied Logo affixed to Club Trailer

• Size and location relative to Sponsorship Level.

o Sponsor's logo is the largest logo on the Trailer and will be affixed at a premium location (Maximum size specified by LRCC)

o **Club Banner**

♣ Sponsor Logo Affixed to Club Banner

• Size and location relative to Sponsorship Level.

o Sponsor's logo is the largest logo on the Banner and will be affixed at a premium location (Maximum size specified by LRCC)

o Car Shows

- ♣ Free Premium Vendor Space at all LRCC Shows**
- ♣ Sponsor info receives Top Billing on Show Program and placed at a premium location**
- ♣ Sponsor Logo displayed on Club Banner**

o LRCC Support

- ♣ Support the Sponsor during Sponsor run Show**
- ♣ Plan and Execute Show for Sponsor if desired.**
- ♣ Provide Corvettes for Display Purposes at Sponsor Event**
- ♣ Sponsor Talks at LRCC Meetings**
- ♣ Potential Business from LRCC Membership**