

Advertising Policy

In the past, many of you have asked about the possibility of sponsoring a Club Event. In response, we have recently created a Sponsorship Policy

SEM/PCA

Event Sponsorship Policy

Upcoming Calendar Year

SEM/PCA is adopting the following policy to provide opportunities for interested advertisers to connect with its members and to provide support for the club's activities.

Events open to Sponsorship:	Events NOT open to Sponsorship:
HPDE at Waterford Hills	HPDE 101 Session
May	Swap Meet
June	New Member Gathering
September	Spring Tour
	Waterford Hills Family Day
Street Survival School	Progressive Dinner
Club Race DE at Gingerman (Cancelled for 2016)	Ladies Only Drive
Family Picnic & Concours	Drive your Porsche Day
General Membership Dinner	Fall Color Tour (tour itself)
Fall Color Tour – donut stop only	Hosted Events, i.e. tech sessions, Devils...
Holiday Party	

Sponsorship opportunities will be awarded on a first come, first serve basis unless an incumbent sponsor exists. Where an incumbent sponsor exists, the incumbent will be given precedence.

If an advertiser or potential sponsor is interested in sponsoring multiple events, it will be up to the Board, in its sole discretion, to determine the number of events an advertiser may sponsor. This is to be done with an eye towards avoiding the appearance of one advertiser exercising excessive or undue influence over the club's activities and direction.

For larger events, multiple sponsors will be permitted; provided the advertisers are not direct competitors.

Please contact the event chairperson if you are interested these sponsorship opportunities.



Event Sponsorship Opportunities:

SEMPCA HPDE Events:

Opportunity:

- Provide Breakfast
- Provide Lunch

Sponsor Benefits:

- Name, Logo, and “Breakfast/Lunch provided by Sponsor” noted in P4 event ad
- Mention of sponsor in P4 post-event article
- On-site display: tent, signage, products, etc...

Street Survival School

Opportunity:

- Provide Breakfast
- Provide Lunch

Sponsor Benefits:

- Name, Logo, and “Breakfast/Lunch provided by Sponsor” noted in P4 event ad
- Mention of sponsor in P4 post-event article
- On-site display: tent, signage, products, etc...

Club Race

Opportunity:

- \$2,500.00 Fee

Sponsor Benefits:

- On-site display: tent, signage, products, etc...
- Name and Logo printed on the sleeve of Club Race T shirt
- Brochure placed in every driver information packet envelope
- Sponsor mentions throughout the event over public address system
- Ability to put on a presentation/ demonstration during the event
- Notice that the banquet/ barbeque is sponsored by _____
- Name, Logo, and sponsorship noted in P4 event ad
- Mention of sponsor in P4 post-event article



Family Picnic & Concours

Opportunity:

- \$500.00 Fee

Sponsor Benefits:

- On-site display: tent, signage, products, etc...
- Name, Logo, and sponsorship noted in P4 event ad
- Mention of sponsor in P4 post-event article
- Notice that concours trophies are compliments of sponsor

General Membership Dinner

Opportunity:

- \$500.00 Fee

Sponsor Benefits:

- On-site display: signage, products, etc...
- Name, Logo, and sponsorship noted in P4 event ad
- Mention of sponsor in P4 post-event article
- Ability to put on brief presentation

Holiday Party

Opportunity:

- \$2,000.00 Fee

Sponsor Benefits:

- On-site display: signage, products, etc...
- Name, Logo, and sponsorship noted in P4 event ad
- Mention of sponsor in P4 post-event article
- Ability to put on brief presentation

Fall Color Tour Donut Stop

Opportunity:

- Provide donuts and cider at interim tour stop

Sponsor Benefits:

- On-site display: signage, products, etc...
- Name, Logo, and sponsorship noted in P4 event ad
- Mention of sponsor in P4 post-event article

