



Sponsorship Opportunities

What is the Sports Car Club of America and the Houston Region?

Since 1944, the Sports Car Club of America (SCCA) has had one mission: Bring motorsports to those who are passionate about it. From National Championships to regional events, whether professional or amateur, getting enthusiasts out of the armchair and into the action is what they're all about. The SCCA organizes, supports, and develops auto racing at every level.

The Houston Region is one of the largest regions in the Southwest Division which encompasses most of Texas and Louisiana with 10 local regions and seven approved race tracks. There are over 2,100 SCCA members, and nearly 500 licensed racers and workers. But, because many of our events are scheduled at marquee tracks, out of state racers, workers, and spectators will be attracted as well.

How can I get involved?

The Houston Region offers various levels of sponsorship in price ranges any business can afford. From simply supporting the event, to showcasing your business as the Title Sponsor, you can be sure to reach a targeted audience of automotive and race enthusiasts and fans.

The sponsorship breakdown is on the following page. Each package include visibility for your business, as well as entry in to the event. Because most sponsorship opportunities include access to hot areas, all packages include free weekend memberships to the SCCA. This will give you and your guests the opportunity to see all the action, up-close and personal.

What's in it for me?

Each sponsorship level includes visibility on the Houston Region website (houscca.com), and if applicable, some exposure on the Southwest Division website (SOWDIVSCCA.com), visibility on the printed materials distributed to drivers and spectators, and some include event t-shirt visibility.

With an estimated 600+ drivers and 1,000+ crew and spectators, your business will be get plenty of attention. Last year's Southwest Division website event pages registered over 12,000 hits during the two months our events were held.

As a Title or Pole Sponsor, your business name will be associated with the event not only on a local level within the Texas and Louisiana areas, but also nationally.

The Sports Car Club of America's event pages saw nearly 7,000 views where the Title Sponsor will be featured. In addition, SCCA will be sending a minimum of three newsletters that feature each event to the driver populations, which range from 1,000-5,000 individuals.

During the Super Tour events, there will be a minimum of two press releases, with guaranteed coverage at SCCA.com and RACER.com. At least one of these press releases will mention the Pole Sponsor.

What options are there?

This is your opportunity to get your business in front of a dedicated group of racers and spectators. With sponsorship opportunities at various levels, there's something for everyone. All sponsorships are on a first come first serve basis.

Banquet Sponsorships

Annual Banquet Title Sponsor: \$2,000

- Exclusive sponsorship per event
- Logo featured with event name
- Logo included on all materials
- Logo and link to business on Houston Region website

Annual Banquet Koozie Sponsor: \$500

- Exclusive sponsorship per event
- Logo printed on event koozies
- Business name included on all materials
- Logo and link to business on Houston Region website

Annual Banquet Happy Hour Sponsor: \$1,000

- Exclusive sponsorship per event
- Business name included on all materials
- Logo and link to business on Houston Region website

Annual Banquet Giveaway

- Gift certificates or tangible items to give out at party
- Name included on printed marketing materials
- Link to business on Houston Region website



Sponsorship Opportunities

Road Racing Events

Event Title Sponsor: \$5,000

- Exclusive sponsorship per event
- Logo featured with event name
- Logo included on all materials, including event shirt
- Logo and link to business on Houston Region website
- Opportunity to hang banners in victory circle
- Opportunity to include something in the participant bag
- Includes 5 complimentary weekend memberships

Event Pole Sponsor: \$4,000

- Exclusive sponsorship per event
- Recognition in SCCA.com press release (Super Tour events only)
- Logo included on all materials, including event shirt
- Logo and link to business on Houston Region website
- Opportunity to hang a banner at victory circle
- Opportunity to include something in the participant bag
- Includes 4 complimentary weekend memberships

Event Bag Sponsor: \$3,500

- Exclusive sponsorship per event
- Logo printed on participant event bags
- Logo included on all materials, including event shirt
- Logo and link to business on Houston Region website
- Opportunity to include something in the participant bag
- Includes 3 complimentary weekend memberships

Koozie Sponsor: \$3,500

- Exclusive sponsorship per event
- Logo printed on event koozies
- Logo included on all materials, including event shirt
- Logo and link to business on Houston Region website
- Opportunity to include something in the participant bag
- Includes 3 complimentary weekend memberships

Participant Party Sponsor: \$3,000

- Exclusive sponsorship per event
- Recognition at party and in schedule
- Logo included on all materials, including event shirt
- Logo and link to business on Houston Region website
- Opportunity to hang a banner at the party
- Opportunity to include something in the participant bag
- Includes 3 complimentary weekend memberships

Worker Lunch: \$2,500 or in-kind

- 2 sponsorships available
- Logo included on all materials, including event shirt
- Logo and link to business on Houston Region website
- Business logo sticker placed on every worker lunch
- Opportunity to include something in the participant bag
- Includes 2 complimentary weekend memberships

Pace Car Sponsor: \$2,000

- 12 sponsorships available per event
- Name included on all materials, including event shirt
- Link to business on Houston Region website
- Opportunity to put sign on pace car during one race
- Opportunity for one to ride in the pace car during one race
- Opportunity to include something in the participant bag
- Includes 2 complimentary weekend memberships

Checkered Flag Sponsor: \$1,500

- 24 sponsorships available per event
- Name included on all materials, including event shirt
- Link to business on Houston Region website
- Opportunity to throw the checkered flag after one session
- Opportunity to include something in the participant bag
- Includes 1 complimentary weekend membership & 1 complimentary ticket

Supporting Sponsor: \$500

- Name included on printed marketing materials
- Link to business on Houston Region website
- Opportunity to include something in the participant bag
- Includes 2 complimentary tickets

Worker and/or Driver Giveaway

- Gift certificates or tangible items to give out at party
- Name included on printed marketing materials
- Link to business on Houston Region website
- Opportunity to include something in the participant bag
- Includes 2 complimentary tickets



Sponsorship Opportunities

We appreciate your interest in a relationship with the Houston Region SCCA. Please fill out this form and return it to our Regional Executive, Sydney Davis Yagel. She will contact you with further details and requests. If you have any questions regarding the racing or the sponsorship packages, please don't hesitate to contact Sydney at re@houscca.com or 713-628-8337. By signing this agreement, you agree to the terms and conditions presented on the Sponsorship Overview.

Business Information

Business Name: _____

Address: _____

Phone Number: _____ Website: _____

Contact Name: _____

Email Address: _____

Sponsorship Details

Sponsorship Selection: _____

Event/Class Request(s): _____

Additional details: _____

Eligibility Requirements: _____

Restrictions: _____

I hereby allow the Houston Region SCCA to use my business name and/or logo for the purpose of furthering amateur road racing in the area.

Signature of Business Representative

Date

Signature of Houston Region SCCA Representative

Date