



**LCC Fast and Classic  
All Car Show  
November 11, 2018  
15<sup>th</sup> and Congress, Austin, TX  
after the Veterans Day Parade  
1 to 5 PM**

**Sponsorship Package**

It is the Longhorn Corvette Club's goal to raise \$10,000 to be split between the Pets for Patriots program at Texas Humane Heroes and the Austin Veterans Day Parade Committee. These charities honor veterans in our community with providing assistance with pet adoption/ownership and ensuring that veterans are honored for their service and sacrifice for generations to come.

We are honored that we received permissions to use the state-owned parking lots at 15<sup>th</sup> and Congress in Austin, TX. The car groups and parade goers can literally walk from the end of the parade route to the LCC Fast and Classic.

**Lone Star Le Mans \$1,500**

Twice a week mentions on social media leading up to the event.

Once a week mentions on Social media after the event through December 31, 2018

Ad on both the LCC and car show websites, through December 31, 2018.

Mentions on all email correspondence and registration confirmations.

Free full-page ad in Longhorn Corvette Club newsletter through December 2018

Eight (8) parking spaces to set up vendor area or cars

**Le Mans \$1000 to \$1,499**

Weekly Mentions on social media through December 2018

Once a week mentions on Social media after the event through December 31, 2018

Ad on both the LCC and car show websites through December 31, 2018.

Mentions on all email correspondence and registration confirmations.

Free 1/2 page ad in Longhorn Corvette Club newsletter through December 2018

Six (6) parking spaces to set up vendor area or cars

**Sebring \$500 to \$999**

Every two weeks mentions on Social media till the event and one thank you acknowledgment after the event.

Ad on both the LCC and car show websites through the event.

Mentions on all email correspondence and registration confirmations.

Free 1/4 page ad in Longhorn Corvette Club newsletter through December 2018

Four (4) parking space to set up vendor area or place a car

### **Watkins Glen \$250 to \$499**

Monthly mentions on social media till the event and one thank you acknowledgment after the event.

Ad on both the LCC and car show websites through the event.

Free business card size ad in Longhorn Corvette Club newsletter through December 2018

Two (2) parking spaces

### **Petite Le Mans \$100 to \$249**

Monthly mentions on social media till the event and one thank you acknowledgment after the event.

Ad on both the LCC and car show websites through the event.

Free business card size ad in Longhorn Corvette Club newsletter through December 2018

One (1) parking space

### **Social Media Stats**

We primarily use Facebook. One post that gets cross posted to various Corvette groups can have up to 5,000 views. We will also be using Instagram and Twitter for this event. We would like a social media marketer to provide in-kind services.

### **Vendor booths \$100 per parking space**

Please note that vendors cannot sell on state property. You will need to provide your own table, generators (there is no electricity), etc.

If you are non-profit or promoting another show, contact Kelley Knight Heins at 512-284-4754 for comped vendor space.

### **Budget**

Trophies:	\$500
Volunteer Hospitality (water, snacks):	\$200
Music equipment rental:	\$500 (we are seeking bands that will play for free)
<u>Portapotties and trash pick up:</u>	<u>\$1,000</u>
Total	\$2,200

### **LCC Already Supported the Parade Foundation**

We hope to have 100 Corvettes in the parade for the 100<sup>th</sup> anniversary of Armistice Day. The club already donated \$500 to the Austin Veterans Parade Foundation to help with operational costs. We won this money at the VFW 8787 Chilly Chili. We donated it honor of Tom Moore. He is a legendary member of the National Council of Corvette Clubs (NCCC), Sports Car Club Association (SCCA), our club, and many other groups that like amateur racing. He was a Korean War Veteran.

Since LCC needs to rent portapotties, we may also see if we can get a good deal and cover this expense for the parade as well.



## Rides for Veterans in the Parade

Our club has also been charged with organizing rides for WWII through Vietnam Veterans. In order to meet this demand those in the car show will have the opportunity to have a passenger of a lifetime.

### Registration Fees

Veterans	\$20
NCCC members for the parade and show:	\$20
Non-members for the parade and show:	\$25
Those that just want to do the parade:	\$10

Those just in the parade, the \$10 goes to the Parade Foundation.

### In-kind/donated services:

Yes, we will take in-kind or donated services and make you a sponsor.

### Contacts

Kelley Knight Heins  
LCC Fast and Classic Chair  
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