



Berks County Mustang Car Club, Inc. 2022 Sponsorship Application

Hello,

The Berks County Mustang Car Club, Inc. (BCMCCI) is seeking businesses and/or individuals who are interested in sponsoring the Club. Ways to donate include cash donation, or donating goods and/or services that will be part of our "Chinese Auction" fundraiser at our car shows. If your company can provide a discount code for BCMCCI members, it can directly benefit your bottom line!

Your donation will assist our car club in our fundraising efforts that support organizations such as Wreaths Across America, Juvenile Diabetes Research Foundation (JDRF), Berks Encore, Disabled American Veterans, Salvation Army, as well as many other notable local charities. Since our incorporation in 2009, we've donated over \$53,000, and it's due largely to the generosity and support of our sponsors.

Our program is a tiered sponsorship system that preserves the basic sponsorship we've offered previously, as well as two more levels that add benefits for higher levels of support. (See P3)

In return for all levels of sponsorship, the Berks County Mustang Car Club, Inc. will do the following:

- Display, distribute information and announce your business, or name, at all Club events this year. (Includes announcements in our car show "goodie" bags)
- Display your business, or name, on the club's website (www.berkscountymustangcarclub.com) and our Facebook page.
- Display your business, or name, on the annual Berks County Mustang Car Club Sponsor shirt.
- You will also receive a complimentary annual club sponsor shirt. *(To be included on the Annual Berks County Mustang Car Club, Inc.'s sponsor shirt, your donation must be received no later than March 11, 2022.)*

For benefits specific to each tier of sponsorship, [see the following page](#), then complete the sponsorship application – indicating your preferred level – and mail it with your donation to the address provided.

BCMCCI is your local Mustang-centric car club that seeks to promote camaraderie and friendship among its members, other clubs, local charities, and businesses through charitable events and communications. We strive to put the needs and interests of our members, sponsors, and the community first.

If you have any questions or concerns, please contact either Daniel Peterson (President) at 19dpete61@gmail.com or 484-300-3195 or Jason Eager (Public Relations) by email at: eagerjason72@yahoo.com.

Sincerely yours,

The Berks County Mustang Car Club, Inc.

www.berkscountymustang.com or on Facebook www.facebook.com/BerksCountyMustangCarClub

The Berks County Mustang Car Club, Inc. (BCMCCI) reserves the right to deny or terminate any sponsorship based on the Club's bylaws.



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Aside from helping to cover our operating expenses, what good can a BCMCCI sponsorship actually do?

The following is our donation activity by year since our inception in 2009.

2009 – 2012 = \$ 4,459.00
2013 = \$ 1,660.00
2014 = \$ 3,485.00
2015 = \$ 3,451.00
2016 = \$ 4,931.00
2017 = \$ 9,161.00
2018 = \$ 9,450.00
2019 = \$ 6,184.00
2020 = \$ 0 (COVID)
2021 = \$10,763.00

Total to date: \$53,544.00

Without the support of our sponsors, none of this would have been possible!

Thank you!

Charities we have supported:

- American Cancer Society
- Animal Rescue League of Berks County
- Berks County Chapter of the American Red Cross
- Berks County Chapter of the Salvation Army
- Berks County Monument Preservation Foundation
- Berks Encore
- Bethany Children's Home
- Boy Scout Troop 120, Hamburg
- Breast Cancer Support Services of Berks County
- Central Berks Fire Company
- Christopher Peterson Memorial Scholarship (Drexel University)
- Concerns of Police Survivors
- Disabled American Veterans
- Four Diamonds Fund
- Frontline Arts
- Greater Berks Food Bank
- Juvenile Diabetes Research Foundation (JDRF)
- Keystone Wounded Warrior
- Literacy Council of Berks County
- Make a Wish Foundation
- Middle Creek Search and Rescue
- Moment of Peace Adventures
- PA Wounded Warriors
- Ronald McDonald House
- Strausstown Lions Club
- Team Rubicon
- The Humane Society of Berks County
- Veterans Making a Difference
- Wreaths Across America – Indiantown Gap National Cemetery



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Stage I: \$50 to \$100 cash, or combination of cash and donation of auction item(s) or goods/service equaling the tier value. Sponsor perks are:

- Sponsor name listed (but not linked) on BCMCCI web site and Facebook page, and listed on our 2022 sponsor T-shirt worn by members at club shows and group events.
- 1 Sponsor T-Shirt.
- Company name will be listed on a banner displayed prominently at our car shows and club events.

Stage II: \$125 to \$300 cash, or combination of cash and donation of auction item(s) or goods/service equaling the tier value. Sponsor perks are:

- Sponsor will have a simple clickable link to their company website or Facebook page on our website and Facebook pages.
- Name listed on our 2022 sponsor T-shirt worn by members at club shows and group events.
- 1 trophy at each of our shows with company named as sponsor.
- Company logo will be placed on a banner displayed prominently at our car shows and club events. (Company to provide hi-res file of their logo)
- 2 sponsor t-shirts and 1 BCMCCI-branded item.

Stage III: \$325 or more in a combination of cash and donation of auction item(s) or goods/service meeting the tier value. Sponsor perks are:

- Sponsor will have a “logo” link to their company website or Facebook page on our website and Facebook pages. (Company to provide hi-res file of their logo)
- Name listed on our 2022 sponsor T-shirt worn by members at club shows and group events.
- Company logo will be placed on a banner displayed prominently at our car shows and club events. (Company to provide hi-res file of their logo)
- 2 trophies at each of our shows with company named as sponsor.
- Sponsor name or logo on Club trailer used at club events. (Company to provide their own logo decal, and confirm the dimensions beforehand.)
- 2 sponsor t-shirts and 2 BCMCCI-branded items.

All sponsors are encouraged to supply the club with a supply of their business cards, pamphlets or promotional literature or items for inclusion in goodie bags distributed at shows. Based on attendance history at shows, a minimum of 500 pcs are suggested. Additional items can be displayed at or near our registration table at our shows and events.

Associate Sponsors: Associate sponsors are companies that accommodate the club with space for member meetings, board meetings, cruise-ins or shows at no charge, or other intangible support. They include Cabela’s, Haldeman Ford of Kutztown, Maple Grove Raceway, Mission BBQ, and Giannotti’s Country Manor.

Any sponsor is welcome to offer discount programs to benefit members and generate additional business. Most recently, our members were offered discounts by CJ Pony Parts, East Speed, SnS Detailing and S&W Performance.



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Business Name: _____

(Please print clearly; your business name will be listed on the sponsor t-shirts as above)

Business Contact Name: _____

Business Street Address: _____

City: _____ State: _____ Zip: _____

Business Web Address: _____

Business Phone: _____

Business Email: _____

If you would like to receive a Club sponsor t-shirt, please list size(s): _____

Club Member's Name (Referral): _____

Discount code: (If offered): _____

Please select your sponsorship level and provide details below.

Stage I (\$50 - \$100)

Cash Donation: _____ and / or Description and value of items or services: _____

Stage II (\$125 - \$300)

Cash Donation: _____ and / or Description and value of items or services: _____

Stage III (\$325 or more)

Cash Donation: _____ and / or Description and value of items or services: _____

NOTE: The BCMCCI will contact Stage II and Stage III sponsors for electronic files of their logos, and Stage III sponsors for their decals for our trailer.

Please return this application by March 11, 2022 along with your donation to:

**Berks County Mustang Car Club, Inc.,
P.O. Box 722, Reading, PA 19607**