

## Z NATION – Return to the West



### Desert Z Association and the Z Car Club Association are pleased to host the **25<sup>th</sup> Annual International Z Car Convention**

Dear Sir / Madame:

The Z Car Club Association, (ZCCA), and Desert Z Association will be hosting the ZCCA 25th International Z Car Club of America Convention from September 18th to 23rd, 2012. The convention is a five-day event packed with a variety of organized events, including performance driving at Firebird Raceway, and a car show / vendor display / swap meet at Mesa Riverview. Our special event will be a tour and experience of Nissan's only North American test facility located in Stanfield, AZ. Also planned are scenic Z cruises and much more. We will be donating the proceeds from a 50/50 raffle to the Make-a-Wish Foundation ([www.wish.org](http://www.wish.org)).

Many of our Z Club members across the country (and locally) have patronized your business in the past and we believe there is a strong exposure opportunity for your company. Our intent is to put an emphasis on sponsor's products and services. We want to keep you front and center. As the 2012 ZCCA convention is a celebration of the 25th Anniversary of the Z Car Convention and the 100th Anniversary of Arizona Statehood we expect very strong attendance. Typical conventions draw 500+ participants and we also receive exposure through a variety of print medias such as Nissan Sport magazine and Classic Motorsports.

To help us make this a success, the ZCON 2012 team is seeking sponsors to assist with financial sponsorships, event sponsorships and donation items for silent auction, raffles and goodie bags.

The event offers sponsorships at several levels as outlined in the following pages. We have reserved Firebird Raceway as one of the event's key attractions. Our convention facilities allow for banner exposure, tables, and vendor booths, as well as other opportunities where we will showcase our event sponsors. The Car Show is scheduled to be at Mesa Riverview a new weekly car show location. There are opportunities for vendor booths and banners, as well as ample time for vendors to meet and greet event attendees.

On behalf of ZCON 2012, Desert Z Association, and the ZCCA, we would like to thank you for your time and consideration and we want to assure you that your generosity will be recognized throughout the week's events including links from our convention website to your website, formal banquet presentations and printed materials.

We would appreciate your support and participation in our event.

Sincerely,

**Gregg Rogers**  
**Co-Chairman ZCON2012**  
(602) 400-9620  
[greggZCON2012@yahoo.com](mailto:greggZCON2012@yahoo.com)  
ZCON 2012 website: [www.zcon.org](http://www.zcon.org)

**Susan Barrille**  
**Chairperson – Sponsors / Marketing**  
(602) 400-4134  
[sueZCON2012@yahoo.com](mailto:sueZCON2012@yahoo.com)

# ZCCA 25th Annual International Z Car Convention Sponsorship Packages

## ***Platinum Sponsorship Package (\$5,000+ contribution)***

- 4 Complementary Closing Banquet Dinner Tickets
- One night stay at Event Hotel (one standard room)
- Premium placement of advertisement in convention program (full page layout)
- Premium vendor display at the Datsun / Nissan car show
- Prominent recognition throughout convention including public address announcements
- Prominent placement of signs, banners, & logos at host hotel and events where applicable
- Dominant sizing and position of logo on website and t-shirts
- Logo in any advertisements in magazines & newspapers
- Hyper-link on event website ([www.zcon.org](http://www.zcon.org))
- Literature space at Host Hotel in Registration area

## ***Gold Sponsorship Package (\$2,000+ contribution)***

- 2 Complementary Closing Banquet Dinner Tickets
- Premium placement of advertisement in convention program (half page)
- Premium vendor display at the Datsun / Nissan car show
- Prominent recognition throughout convention including public address announcements
- Dominant placement of signs, banner, & logos at host hotel and events where applicable
- Dominant sizing and position of logo on website and t-shirts
- Logo in any advertisements in magazines & newspapers
- Hyper-link on event website ([www.zcon.org](http://www.zcon.org))
- Literature space at Host Hotel in Registration area

## ***Silver Sponsorship Package (\$750 + contribution)***

- Preferred placement of advertisement in convention program (quarter page)
- Preferred vendor display at the Datsun / Nissan car show
- Recognition throughout convention including public address announcements
- Placement of signs, banner, & logos at host hotel and events where applicable
- Dominant sizing and position of logo on website and event t-shirt
- Logo in any advertisements in magazines & newspapers
- Hyper Link on event website ([www.zcon.org](http://www.zcon.org))
- Hyper-link on event website
- Literature space at host hotel in Registration area

## ***Bronze Sponsorship Package (up to \$750 contribution)***

- Vendor display at the Datsun / Nissan car show  
(minimum with electric \$150/without electric \$100)
- Recognition throughout convention including public address announcements
- Placement of signs, banner, & logos at host hotel and events where applicable
- Logo in “Sponsor” section of Event Brochure
- Hyper-link on event website and literature space in Registration area

## ZCCA 25th Annual International Z Car Convention Event Sponsorship Opportunities

The following event-related events and/or merchandise may be exclusively sponsored

<u>Event or Merchandise Article:</u>	<u>Sponsorship amount:</u>
Firebird Raceway Track Event	300 Degrees/ IPP/ Specialty Z
Auto X Track Event	Yokohama Sponsorship
Convention Goodie Bags	\$4,000
Event Brochure (Catalog) with full page ad for your business	\$3,000
Trophies for Car Show	\$3,000
Convention Team "Pit Crew" Shirts	\$1,000
<b>Z ya later</b> (Goodbye) Party	\$1,000
Indian Hoop Dance	Group Z
Event Hats with your company logo	\$ 750

*Other "Exclusive" Sponsorship opportunity ideas may be considered, please contact Susan Barrille at 602-400-4134 or [sueZCON2012@yahoo.com](mailto:sueZCON2012@yahoo.com) with your interest.*



## Vendor Booth Space Registration Form 25<sup>th</sup> International ZCCA Car Convention

Event - Fee (Register on or **before August 01, 2012** for discount) Based on available space.

### Firebird Raceway Track Event

With electric	\$150.00	Effective August 2	\$200.00
Without electric	\$100.00	Effective August 2	\$150.00

### Car Show Vendors-Mesa River View

With electric	\$150.00	Effective August 2	\$200.00
Without electric	\$100.00	Effective August 2	\$150.00

Vendors must provide tables, chairs and "easy-up" tents if desired.

Vendors are to comply with local requirements at each location for licenses and fees, if applicable, such as retail sales.

**Total Due:**     \$ \_\_\_\_\_

Date: \_\_\_\_\_

Company/Club Name: \_\_\_\_\_

Product: \_\_\_\_\_

Contact Name/Position Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

Special Needs: (Electric, Water, oversized space, etc.)

\_\_\_\_\_

Each space will be approximately 10' X 12'. Larger spaces are available. Clubs are encouraged to bring their club shirts, hats, hat pins (for trading), etc. to sell at the convention.

Payments can be made via check or PayPal. Please make checks payable to: **ZCON2012**, P.O. Box 2903 Chandler, AZ 85244. Pay online via PayPal at "[zcon2012@yahoo.com](mailto:zcon2012@yahoo.com)".



## ZCON 2012 Sponsorship Letter of Intent

Sponsorship Level & Dollar Amount: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person/Position: \_\_\_\_\_

Phone Number/Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Platinum/Gold/Silver Sponsorship includes Advertisement in Program plus premium placement.

Please indicate contact name and email address for Ad and Logo material: \_\_\_\_\_

\_\_\_\_\_

Please be aware that all ads must be final by Aug 1, 2012 for proper placement in program.

Signature of authorized person: \_\_\_\_\_

**Thank You for helping make ZCON 2012 a success with your Sponsorship!!**

All checks should be made payable to: ZCON 2012, P.O. Box 2903 Chandler, AZ 85244.

Please email this form to Susan Barille, Chairperson ZCON 2012 Committee, (602) 400-4134 T

Email: [sueZCON2012@yahoo.com](mailto:sueZCON2012@yahoo.com)



## ZCON 2012 Item Donation Form

Item Name: \_\_\_\_\_

Store/Donor Name: \_\_\_\_\_

Store/Donor Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number/Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Item Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Restrictions/Expiration dates (be specific): \_\_\_\_\_

\_\_\_\_\_

Donor estimated value: \$ \_\_\_\_\_

Form of Presentation (i.e. actual item, gift certificate, etc): \_\_\_\_\_

Date Item will be ready for pick-up (local only)/shipped: \_\_\_\_\_

Thank You for your Donation!!

Please fax or email this form to Mark LaPalm, ZCON 2012 Committee, (602) 412-3316 T

Fax: (815) 572-8654 Email: [mlapalm@bluedesertinteriors.com](mailto:mlapalm@bluedesertinteriors.com)

Postal items can be shipped to: 14421 N 66<sup>th</sup> Place, Scottsdale, AZ 85254

Any larger items, please call to determine best ship to location.