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Dear fellow company,

Fairlady Alliance Z Car Club of Atlanta, Georgia Z Club, and Z Nationals Motorsports Festival are proud to host the Z Car Club Association's (ZCCA) 31st Annual International Z Car Convention (ZCON) from October 16th through the 20th, 2018 in Atlanta, Georgia. This celebration of the Z car will showcase a variety of events and will draw in excess of 1000 enthusiasts from the United States, Canada, Europe, and Japan. To help make this event a success, we are seeking businesses to participate by requesting financial sponsorship and/or raffle item donations in exchange for a unique promotional opportunity for your organization. We welcome and would be honored to have your support and sponsorship.

The ZCON Atlanta 2018 event schedule includes:

- Concours-level Judged Car Show of every generation Z Car
- Track Day at the world-renowned Road Atlanta Road Course
- Guided cruises through the beautiful Northwest Georgia Mountains
- An all-model Datsun/Nissan/Infiniti Car Show in partnership with Z Nationals Motorsports Festival
- Timed Autocross Competition
- Brewery Night and Tour of Sweetwater Brewery
- Special appearances by prominent Datsun/Nissan designers, drivers, executives, and enthusiasts
- Formal Opening and Closing reception ceremonies

Additional details can be found through our event website, www.zcon.org.

Prior to the event and throughout the entirety of the event itself, each sponsor and their products will receive significant exposure. This includes, pre-event marketing, event banners, vendor booths, as well as a variety of print & online medias. Additionally, the Z Nationals marketing team is supplementing the effort with additional online promotional support allowing sponsors to receive twice the exposure!

We are pleased to put together a sponsorship package that promotes your business and products at the appropriate level. Customized packages are negotiable, but please review the sponsor levels attached, first.

On behalf of Fairlady Alliance of Atlanta, Georgia Z Club, and Z Nationals, we thank you for your time and consideration. We look forward to your support and participation in ZCON Atlanta 2018!

Sincerely,

Edwin Rivera
Sponsorships Chairman
ZCON Atlanta 2018 Committee
fairladyalliance.info@gmail.com

Michael DeLashmutt
Event Chairman
ZCON Atlanta 2018 Committee
info.zcon2018@gmail.com

Christopher Karl
ZCCA Executive Director
Z Car Club Association (ZCCA)
dir@zcca.org



Standard Sponsorship Packages

All Sponsor Packages include the following:

- Company logo visible (with hyper-link) on convention website throughout the year
- Literature space availability in Registration Area of Host Hotel throughout ZCON week
- Literature space inside convention Goodie Bag provided to every main registrant (must provide in advance)
- Announcement of sponsor recognition throughout convention

Platinum Sponsorship Package (\$6,000+ in cash & product)*

- (4) Complementary event registrations which include all events, including (1) HPDE
- Full-page advertisement in convention program (send image file)
- Premium vendor booth location (up to 10 x 30') at Judged Car Show, Track Day, and Z Nationals Motorsports Festival
- Premium placement of signage at Host Hotel and event venues
- Logo visible on convention T-Shirt

Gold Sponsorship Package (\$4,000+ in cash & product)*

- (2) Complementary event registrations which include all events, except HPDE
- Half-page company advertisement in convention program (send image file)

(gold sponsor package continued)

- Premium vendor booth location (up to 10 x 20') at Judged Car Show, Autocross Competition, Track Day, and Z Nationals Motorsports Festival
- Placement of signage at Host Hotel and event venues
- Logo visible on convention T-Shirt

Silver Sponsorship Package (\$2,500+ in cash & product)*

- Quarter-page company advertisement in convention program (send image file)
- Vendor booth placement (10 x 10') at Judged Car Show, Autocross Competition, Track Day, and Z Nationals Motorsports Festival
- Placement of signage at Host Hotel and event venues, where available
- Logo visible on convention T-Shirt, where available

Bronze Sponsorship Package (\$1,000+ in cash & product)*

- Logo visible in Bronze Sponsors section of convention program
- Vendor booth placement (10 x 10') at Judged Car Show, Autocross Competition, and Track Day only

Minimum of 50% financial donation required

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Packages Summary Table

	Platinum	Gold	Silver	Bronze
Minimum Package Price (Cash & Product)¹	\$ 6,000	\$ 4,000	\$ 2,500	\$ 1,000
Company logo visible (with hyper-link) on convention website	✓	✓	✓	✓
Literature space at Registration Area of Host Hotel	✓	✓	✓	✓
Literature space inside convention Goodie Bag (must send in advance)	✓	✓	✓	✓
Sponsor recognition throughout convention	✓	✓	✓	✓
Company logo in convention catalog	✓	✓	✓	✓
Company advertisement in convention catalog (send image file in advance)	full-page	1/2-page	1/4-page	-
Company logo on convention T-Shirt	✓ ³	✓	✓ ²	✗
Placement of signage at Host Hotel and event venues	✓ ³	✓	✓ ²	✗
Vendor booth placement at Judged Car Show, AutoX, and Track Day	✓ ³	✓	✓	✓
Vendor booth placement at Z Nationals Motorsports Festival	✓ ³	✓ ³	✓	✗
Maximum vendor booth space allowed	10x30'	10x20'	10x10'	✗
Complementary registrations, excluding (HPDE)	4	2	✗	✗
High Performance Driver Education (HPDE) at Road Atlanta	1	✗	✗	✗

¹ minimum of 50% financial donation required

² where available

³ premium location



Additional Sponsorship Opportunities

The following event-related events and/or merchandise may be sponsored exclusively. Sponsorship amount listed is in addition to standard sponsorship package. Opportunities are first-come, first served.

<u>Event or Merchandise:</u>	<u>Sponsorship amount:</u>
Convention Goodie Bags (logo printed on bag)	\$4,000
Trophies for Judged Car Show	\$3,000
Brewery Night & Tour (logo etched on pint glass)	\$3,000
Autocross Competition Event	\$2,500
People's Choice Trophies at Z Nationals Motorsports Festival	\$1,500
Convention Team Shirts (logo on back of shirt)	\$1,500
Volunteer T-Shirts (logo printed on sleeve of shirt)	\$1,000
Event Hats with your company logo	\$1,000
Road Atlanta Track Vinyl Decals	\$1,000

Other exclusive sponsorship opportunities may be considered. Please contact Edwin Rivera with your interest.



Sponsorship Application

Sponsor Name:	
Contact Person	
Address	
Street	
City	
State	
Phone	
Email	

Sponsorship level desired:

- Platinum (\$6,000+)*
- Gold (\$4,000+)*
- Silver (\$2,500+)*
- Bronze (\$1,000+)*
- Financial contribution to be sent (see address below): \$ _____

Minimum of 50% financial donation required

Payment		
Send all checks:		Pay online via PayPal at:
Payable to: ZCCA, c/o ZCON 2018 Chris Karl, ZCCA President 8845 Hikers Trail Chardon, OH 44024	or	paypal@zcca.org

Request to secure additional Sponsorship Opportunity (with amount):

Products to be donated – list or attach list if more space is required:

Materials which will be sent (banners/brochures/etc.):

Agreed to by (please print clearly):

Contact Person:	
Signature:	
Date Signed:	

Donations should be mailed to the following mailing address, however, please EMAIL a complete list of what you are sending to: INFO@ZCON.ORG prior to sending.

Fairlady Alliance of Atlanta, c/o: ZCON 2018
Attn: Edwin Rivera
4243 Brass Trail
Austell, GA 30106



Vendor Booth Application

Non-sponsoring vendors are welcome to setup a booth (up to 10 x 10') and share their products and services during ZCON 2018. The following are prices associated with having a booth during all events which will support vendor displays (booths, car on display, etc.).

The following fees allow a vendor to display during the Judged Car Show, Track Day, and Z Nationals Motorsports Festival – three opportunities during ZCON week.

<u>Booth Space</u>	<u>Ideal for:</u>	<u>Cost:</u>
10' X 10'	Canopy, chairs and table	\$1000
10' X 20'	(2) canopies, or (1) canopy plus a display	\$1250
10' X 30'	A canopy along with multiple display(s)	\$1500

*Vendors must furnish their own canopy, chairs, tables, etc.

*Booths Spaces are limited and first-come, first served.

Sponsor Name:	
Contact Person	
Address	
Street	
City	
State	
Phone	
Email	

Vendor Booth will be presented at:

- Judged Car Show (Wednesday)
- Autocross Competition (Thursday)
- Track Day (Friday)
- Z Nationals Motorsports Festival (Saturday)

Agreed to by (please print clearly):

Contact Person:	
Signature:	
Date Signed:	

Payment		
Send all checks:		Pay online via PayPal at:
Payable to: ZCCA, c/o ZCON 2018 Chris Karl, ZCCA President 8845 Hikers Trail Chardon, OH 44024	or	paypal@zcca.org

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Advertising Application

Our event program will be special and very likely a souvenir for enthusiasts. This is an opportunity for non-sponsoring vendors to advertise their business in the event program.

The ZCON 2018 event program will be a full color, 8.5" X 11" professionally printed booklet.

Advertisements may be purchased in the following sizes:

- 1/8 page (~business card size) \$150
- 1/4 page \$250
- 1/2 page \$450
- Full page \$750

Note: Sponsors may also increase their existing advertisement space (\$100 per increment).

Please enter information to advertise in the ZCON 2018 event program:

Sponsor Name:	
Contact Person	
Address	
Street	
City	
State	
Phone	
Email	

Agreed to by (please print clearly):

Contact Person:	
Signature:	
Date Signed:	

Payment		
Send all checks:		Pay online via PayPal at:
Payable to: ZCCA, c/o ZCON 2018 Chris Karl, ZCCA President 8845 Hikers Trail Chardon, OH 44024	or	paypal@zcca.org

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