



2014 West Coast Lotus Meet

October 2-5, 2014

Lake Tahoe, California & Nevada

Hosted by the Golden Gate Lotus Club

www.westcoastlotusmeet.com

2014 WCLM Sponsorship Packages

Introduction

Thank you for considering becoming a sponsor of the 2014 West Coast Lotus Meet (WCLM) in Lake Tahoe, hosted by the Golden Gate Lotus Club. The WCLM will bring Lotus enthusiasts from across the western USA to celebrate the Lotus marque.

2013 West Coast Lotus Meet - Facts

Dates:	October 2-5, 2014 (Thurs-Sun)
Location:	Lake Tahoe – California & Nevada
Hotel:	Ridge Resorts – Stateline NV
Expected Entry: 250	
Chair:	Rahul Nair
Sponsorship Chair:	Mel Boss
Host Club:	Golden Gate Lotus Club (GGLC)
Associate Clubs:	Evergreen Lotus Car Club (ELCC) Club Elite Southern Nevada Lotus Car Club Club Lotus Northwest (Portland, OR) Lotus of Colorado Lotus Owners of Phoenix Lotus Car Club of British Columbia

2014 West Coast Lotus Meet – Sponsorship Contact

If you are interested in becoming a sponsor of the 2014 West Coast Lotus Meet (WCLM) please contact:
Mel Boss (GGLC) (925) 831-8834 partner@gglotus.org

2014 West Coast Lotus Meet

The West Coast Lotus Meet (WCLM) has been an annual event for nearly 30 years. We are expecting 200-250 Lotus enthusiasts from the western states to join in the merriment.

All WCLM events will be structured to maximize the enjoyment of Lotus cars for the entrants. We cannot think of a better way to accomplish this goal than to bring a group of Lotus enthusiasts into one of the most scenic areas of the world, the high Sierras!

The WCLM Entrant

No doubt the WCLM Entrant is a Lotus enthusiast, Lotus owner and is an avid sports car enthusiast. As a Lotus advocate, the WCLM entrants are also heavy influencers and authorities, who are asked by their peers about cars and spend time sharing their automobile related ideas and opinions with their friends and on-line on social media and forums. It is their infectious enthusiasm and acceptance of the Lotus car that makes them consumers of all things related to Lotus.

2014 WCLM Media and Events Schedule (tentative)

We expect the WCLM Media to reach well beyond the 900-1000 Lotus enthusiasts that are represented by the combined membership of the all the associated clubs. The WCLM information and announcements will be present on the various club websites, club Facebook pages and the WCLM website Facebook page. In total, the web exposure is expected to exceed 500,000 views.

The following WCLM schedule illustrates the opportunities to market to the WCLM entrant / Lotus enthusiast.

Date	Event	Media/Venue
May – October 2014	Sponsor web ad on WCLM website	www.westcoastlotusmeet.com and WCLM Facebook page
June – September 2014	WCLM Event announcement, PDF flyer	Email distribution
May – September 2014	Internet Forum and Group List announcements	Lotus related Forums & Group mail/discussion lists
June – September 2014	Partner club newsletters and website announcements	WCLM partner club newsletters, websites, Facebook pages
Oct 2, 2014 – Thursday	WCLM Registration WCLM Opening Reception	Ridge Resorts, Stateline NV
Oct 3, 2014 – Friday	WCLM High Sierra Drive WCLM Track Day	Lake Tahoe Area Reno Fernley Raceway
Oct 4, 2014 - Saturday	WCLM Sunrise Drive WCLM Autocross WCLM Banquet – National Automobile Museum (The Harrah's Collection)	Lake Tahoe periphery Autocross location TBA National Automobile Museum, Reno
Oct 5, 2014 - Sunday	WCLM Concours WCLM Closing BBQ Lunch	Lake Tahoe Golf Course



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2014 WCLM Sponsorship

The fact is that the WCLM needs sponsors, not just for the financial assistance they bring, but because the sponsors are big part of the Lotus Community!

Please consider joining the WCLM fun as a sponsor. We attempted to make sponsorship easy with the basic WCLM sponsorship starting at \$500. Then we encourage out sponsors to become more involved by sponsoring any of the key WCLM events (Basic Sponsorship is required to feature sponsor for a WCLM event). Event sponsorship is currently available on a first come, first served basis.

Entry to the WCLM is not included in the sponsorship package.

Opportunity	Due Date	Sponsor Fee	Description
Basic WCLM Sponsorship	Upon signing	\$500	The Basic WCLM sponsorship will get your logo and hyperlink to your website on the WCLM website, Facebook page, all WCLM collateral materials, announcements, etc. Basic WCLM Sponsors are invited to provide items for the registration packet. Please submit company logo in hi-res and company URL.
WCLM Special Sponsorships			
WCLM Opening Reception		\$200	Non-exclusive sponsorship of the WCLM Thursday Registration and Reception. Sponsor is invited to set-up a display and pass out promotional material.
WCLM Door Prizes & Gifts	Sept 20, 2014	Open	As Basic WCLM sponsor we encourage you to provide door prizes (can be free services or coupons to your business) and gifts for the WCLM entrants. Door Prizes and gifts must be approved by the WCLM.
Other Promotions	Contact us for ideas	Open	We encourage WCLM sponsors to suggest other promotional activities. Contact the WCLM Sponsor chair and get prior approval. Suggested activities: <ul style="list-style-type: none"> • Special Sponsor chosen Concours Award • Sponsor chosen Autocross Award (Top time, etc)

Exclusive event sponsorship includes non-exclusive sponsorship of the opening reception

WCLM Exclusive Event Sponsorships			
WCLM Autocross		\$500	Exclusive Sponsor of the Saturday WCLM Autocross. Sponsor is invited to set-up a display and pass out promotional material at the event and can offer demo drives/rides, etc. Autocross awards shall bear the Sponsors name.
WCLM Friday Drive		\$500	Exclusive Sponsor of the WCLM Friday Drive with a box lunch to delight the WCLMers. Sponsor is invited to set-up a display and pass out promotional material.
WCLM Banquet		\$500	Exclusive Sponsor of the Saturday evening WCLM Banquet. Sponsor is invited to set-up a display and pass out promotional material at the event. Banquet awards shall bear the Sponsors name.
WCLM Concours		\$500	Exclusive Sponsor of the Sunday WCLM Concours and Lunch. Sponsor is invited to set-up a display and pass out promotional material at the event. Event awards shall bear the Sponsors name.
WCLM Saturday Drive		\$300	Exclusive Sponsor of he WCLM Saturday Drive with Coffee & Bagels at the start. Sponsor is invited to set-up a display and pass out promotional material.

WCLM Sponsorship does not include WCLM entry. The WCLM encourages sponsors to sign up for the WCLM. The best way to enhance the awareness of your products and services is to be at the event!

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Please complete and submit this form soon as possible and submit it with your sponsorship fee to:

2013 WCLM Sponsorship
 c/o Mel Boss
 100 Zephyr Ct
 Danville, CA 94526

Checks should be made payable to the Golden Gate Lotus Club.

Artwork

Please submit your company logo in a digital format high definition (jpg, png, ai, cdr). Email it to Mel Boss at partner@gglotus.org.

It is best to commit to a WCLM Sponsorship package as soon as possible to maximize the benefits of being a sponsor.

2014 West Coast Lotus Meet Sponsorship

Basic Sponsorship (\$500): _____
 Opening Reception Sponsor (\$200) _____
 Exclusive Event Sponsor (\$300/\$500) _____

Company	
Address	
City, State, Zip	
Contact	
Contact Phone	
Contact Email	

 Signature

 date

 Print name