



WEEKEND EVENT:
May 13 & 14
2023



VRCBC & BCHMR RATES & DATA 2022

SPONSORS DISCOUNTED PACKAGES

REACH AN ACTIVE, AUTOMOTIVE, RACING MINDED MARKET WITH A NEED FOR AUTOMOTIVE PRODUCTS AND RELATED LIFESTYLE SERVICES.

The November 2020 VRCBC Membership Market Survey shows a majority male audience (96%) between the age of 35 -65 (37%) and who own their own business.

The market size in terms of autos owned is significant at 352 daily drivers with a total value over \$10 million and 155 racing cars with a collective value of over \$6 million representing a total of \$16 million.

61% of members surveyed stated that they purchase more than \$5k per season on racing related products and services representing a market size of almost \$1 million spent annually.

Complete survey details are available at www.vrcbc.ca

CONTACT:

For rates or to customise a sponsorship package to your preference contact:

Patrick Stewart: 604.644.9067
pstewart@westerndriver.com

1 CHECKERED FLAG INCLUDES:

Exhibitor space (20x40)	\$850
Product promo in Driver's entrants pack	\$350
Client Charity Rides (2 VIP passes per day).....	\$160
Event Guest Passes (4)	\$120
Company signage/banners (4 Pit Row /G/stand)	\$250
Event official Program (½ page color)	\$425
Website year-long link & email blast	\$400
Total Value:	\$2,285

2 POLE POSITION INCLUDES:

Exhibitor space (20x20)	\$580
Client Charity Rides (1 per day)	\$80
Event Guest Passes (2)	\$60
Company Signage (1 banner Pit Row)	\$125
Event official Program Ad (1/4 page color)	\$325
Website 6-month link	\$150
Total Value:	\$1,320

3 FASTEST LAP INCLUDES:

Exhibitor space (10x15)	\$250
Client Charity Rides (1)	\$40
Event Guest Passes (1)	\$30
Event official Program Ad (business card size).....	\$155
Total Value:	\$475

4 EVENT PROGRAM

Ad Rates & Sizes:

Full Page:	\$560
1/2 page:	\$425
1/4 Page:.....	\$325
1/6 page:	\$225
Business card:	\$150



WEEKEND EVENT:
May 13 & 14
2023



See event promo video: www.bchmr.ca/information/sponsor-info-2

Sponsorship Options



- **EXHIBITORS DISPLAY SPACE** (10' x 20') or (20' x 20' or custom space available). Two event prime areas. (a) The Paddock on Pit Row (b) Field of Dreams Classic Car Corral. Tent and display material available to rent.
- **DIRECT TO CAR OWNERS:** Option to include your promo material stuffed into entrants registration packs.
- **BCHMR RACE CAR EXPERIENCE:** Passes to attend and participate in the charity lapping sessions held both days, driven in a variety of race cars by VRCBC race car drivers at speed around the track.
- **CLIENT RELATIONS:** Complimentary VIP Guest Passes. Quantities relative to sponsorship level.
- **CORPORATE RECOGNITION:** Company signage displayed on Pit Row fence, Grandstand fence, entrance kiosk and throughout the Paddock plus sponsorship support mentions via on-site, race broadcast announcements. Access and rights to event official photography and or video.
- **FIELD OF DREAMS SPONSORSHIP:** Target Collector Car owners with your display and signage located in this popular area alongside the track.
- **EVENT PROGRAM PRINT ADVERTISING:** Various size ads published in official event BCHMR magazine distributed in advance and onsite.
- **EVENT SOCIAL AD CAMPAIGNS:** Options to include your promotion in email blast to VRCBC membership, Facebook, VRCBC/BCHMR website.
- **ON-TRACK CLIENT OPTION:** Independent two-hour lapping session with instructors during a designated time at the BCHMR Race Weekend event.
- **PERSONAL CLUB CONTACT:** Invited guest speaker and presentation option at regular VRCBC member meetings via ZOOM or in-person.

CONTACT: For media rates or to customise a sponsorship package to your preference please contact:

Patrick Stewart: 604.644.9067

pstewart@westerndriver.com