



South Eastern VW Association (SEVWA) Sponsorship 2018

SEVWA is the Premier Volkswagen only Drag Racing Association on the East Coast. We are now entering our 17th year of providing the Southeast with the Best in VW only Drag Racing plus Car Show and Swap meet. Our events are held in several states across the Southeast including, Georgia, South Carolina, North Carolina, Florida and Tennessee.

The SEVWA is a non-profit volunteer supported group. Since 2003, it has been run by K & L Motorsports LLC (Keith Bumgarner & Kathy Jacobs) and has organized SEVWA shows as well as a point series for racers. K & L Motorsports and SEVWA are looking towards a continued future, bringing more events for racers, show cars and VW Enthusiasts alike in the Southeast region.

Our event promotions will give you a wide range of an audience in which to reach out for your business. We average around 1400 spectators per event. Our Facebook and Twitter pages have posts at least once or twice a week with information about upcoming events, Sponsor info/specials or special information to share. Our flyers for the events reach all over the Eastcoast and we distribute more than 10,000 throughout the year to shops, pass out at other VW events and mailouts to our attendees. Our event shirts we make for at least 6 of our events with all of our sponsors listed with the event design, total impressions for the year 864. Also our award plaques for all 8 events which feature the event design with our sponsors listed, total impressions for the year 382.



The points series is for any VW Racer on the East Coast. We have worked with other Event Promoters on the East Coast to help support the VW Community. We usually have anywhere from 5-8 races on the schedule for a racer to go to and collect points. At the end of the year, these points are tallied up and we declare a champion in 3 different Bracket classes plus the Pro Outlaw heads up class. We average around 40 individual race members a year and awards over \$4500 in cash plus prizes and Contingency's from our sponsors. We also randomly give away promotional items donated from our generous sponsors at our events. The events are not only for our racers but for the VW community as a whole.



In the last few years K & L has accomplished several special endeavors which many said could never happen. March 2006 at Silver Dollar Raceway in Reynolds, Ga, we managed to bring out the two fastest Dragsters in the world. These two had never had a match race until that day! The VW Paradise Crew from San Diego, CA with the Paradise Express and Roger Tannanbaum of Billet Racing Engines of Bradenton, FL. The Vintage Street and Unlimited Street East

classes were added in 2006 & 2007. October 2007 at Farmington Dragway brought out the largest Pro Stock heads up racing field ever! The Pro Stock group has a few races every year and usually only have 8 or less, but we managed to get 14 at one event! In 2011 we introduced the Pro Outlaw Heads up class and in 2017 we brought back this class at our Fall Farmington event plus ECPRA Pro Stocks and hope to continue to have them for the future. We have always looked for that one extraordinary piece that will make our events stand out from the rest!

Our goals are to provide the VW racers quality venues to safely race, as well as providing a family friendly atmosphere for VW enthusiasts to show and swap. We are here for the VW Community and look forward to each and every race. These race events are there for the VW Enthusiasts so they can come and have a place to bring their family and have fun and we hope when new VW individuals come to an K & L Motorsports/SEVWA event, they can see what we can provide for each other. We trust that the quality in the K & L Motorsports/SEVWA events will encourage the community to continue to have a long prosperous future.



We have had several feature articles in national publications such as Hot VWs, and even an article in National Dragster.

Currently the 2018 season events are as follows: 8 events total.

1/27: **Winter Volksfest**; Indoor show and swap meet/ NC State Fairgrounds Raleigh, NC

3/18: **Silver Dollar Showdown #17** ; Silver Dollar Raceway in Reynolds, Ga

4/8 : **Big Bug Shootout #14** ; Piedmont Dragway near Greensboro, NC

5/20 : **Fast Times at Farmington #29**; Farmington Dragway Mocksville, NC

6/23: **Summer Volksfest #5**; Indoor show & swap meet; Fairgrounds in Jacksonville, FL

8/19: **9th Annual Pittsburgh Classic** / Keystone Raceway Park in New Alexandria, PA

9/16: **VWs at The Rock** ; Rockingham Dragway in Marston, NC

10/21 : **Fast Times at Farmington #30**; Farmington Dragway Mocksville, NC

Here is what SEVWA Sponsorship can do for your business.

- Your business name & logo will be displayed on any and all promotional materials. This includes show flyers, show shirts as well as the SEVWA & K & L Motorsports websites. Your business name will also be announced over the intercom during the events.
- Your business will receive a limited number of complementary front gate passes as well as SEVWA shirts.
- Your business will receive complementary vendor space (optional)

Please look closely at the different levels of sponsorship. Choose one that will best fit your budget and your specific needs. We all know that due to these economic times, it may not be possible to do any of the below. We would love

to still have you on board, even if it is just Product. Just contact us with any questions or concerns.

If you wish to sponsor one event as well as the season, we can work with you on being a title sponsor for that specific event or events. Maybe this event is in your area and you would like to reach out to them. For a minimal amount more than what is below, we can do that.

Platinum Sponsors

- \$1000 & UP cash or Product
 - Your business Logo will be on all of the show shirts, flyers and on the SEVWA & K & L Motorsports websites. Any ads for your business will be placed on the website and sent in emails at no charge.
 - Any promotional materials will be at sponsor table and handed out to participants upon registering for the event.
 - Complementary Vendor space to display/sell/hand out pamphlets for your business.
 - 4 complementary front gate passes(per event)
 - 2 tour shirts

Gold Sponsors

- \$600 cash or Product
 - Your business logo will be on all of show shirts, flyers and on the SEVWA & K & L Motorsports websites.
 - Complementary Vendor space to display/sell/hand out pamphlets for your business.
 - Any promotional materials will be at sponsor table and handed out to participants upon registering for the event.
 - 2 complementary front gate passes(per event)
 - 1 tour shirt

Silver Sponsors

- \$400 cash or Product
 - Your business name will be written out on the back of all show shirts, flyers and on the SEVWA & K & L Motorsports website.
 - Discounted Vendor space to display/sell/hand out pamphlets for your business. (\$25 per event for vendor space. You can include this in your sponsorship money, if you know which events you will be attending.)
 - Any promotional materials will be at sponsor table and handed out to participants upon registering for the event.
 - 2 complementary front gate passes(per event)
 - 1 tour shirt

Bronze Sponsors

- \$200 cash or Product
 - Your business name will be written on the shirts, flyers and on the SEVWA & K & L Motorsports website.
 - Any promotional materials will be at sponsor table and handed out to participants upon registering for the event.
 - 2 complementary front gate passes(per event)

NEW BASIC LEVEL

- \$100 Cash or Product
 - Your business name will be written on the flyers and on the SEVWA & K & L Motorsports website.
 - Any promotional materials will be at sponsor table and handed out to participants upon registering for the event
 - 2 complementary front gate passes (one event of your choice)

We do encourage you to give us promotion materials as well as a banner from your business to display at SEVWA events. This gives us the opportunity to reach out to potential customers for you, If you are unable to attend the event. All banners are showcased in a location that spectators can see them, usually on the fence line on the Dragstrip

Let us know if you would be interested in Sponsorship for the 2018 season. If you have any questions, please feel free to ask us. We encourage you to take advantage of this unique opportunity to help support the Southeastern VW Community as well as highlighting your business in front of local Volkswagen customers.



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Sponsorship for SEVWA FORM

Please fill out and mail into address above with check or money order made payable to K & L Motorsports, LLC or we take Paypal (sevwa@sevwa.com) please add 2% to total with Paypal. We also have Square and can take Credit Cards as well, just give us a call with that information or provide it below.

You will receive a receipt for your records and a Sponsor card to get you into the events.

Name/Business Name: _____

Address: _____

City, State, Zip: _____

Email & Phone Number: _____

Website: _____

Shirt Size: _____