

JAGUAR CLUBS OF NORTH AMERICA

JAGUAR CARS NORTH AMERICA

SPECIAL EVENT SPONSORSHIP APPLICATION

Background:

Jaguar Cars, values the contribution that the JCNA and its affiliates make toward increasing public awareness of the Jaguar marque, Jaguar Cars, and the JCNA. This is the basis for their willingness to support our activities. Should they favor your activity with their support, it is important to feed back proper thanks, and evidence showing that their funds were “money well spent”. One can do this directly, or through the JCNA events coordinator listed below.

General instructions:

Complete this application as thoroughly as possible and submit before February 28th of the year being applied for.

Retain a copy of this application, and SEND TWO COPIES to:

**Deanie Kennedy, Administrator & JCNA Events Coordinator
5196 Youngfield Court
Arvada, CO 80002
Phone: 888-258-2524 (Toll Free), Fax 888-568-7258
e-mail: dkennedy@jcna.com**

Applications will be evaluated by both Gary Kincel (JCNA Business Manager) and Dan Algarin, at Jaguar Cars. Expect a reply within 90 days.

PLEASE DIRECT ALL INQUIRIES REGARDING SPONSORSHIP, TO DEANIE KENNEDY, THE SPECIAL EVENTS COORDINATOR.

**Send thank you notes to: Dan Algarin, JCNA Liaison
Jaguar Cars North America
555 Macarthur Blvd.
Mahwah, NJ 07430**

JCNA SPONSORSHIP APPLICATION

Region: SW NW NC SE NE (Check One) **Club #:**(_____)

Club Name & Official Address: _____

Phone: _____

Fax: _____

Email: _____

Applicant's Name: _____

Street: _____

City, ST, Zip _____

EVENT INFORMATION

Date: _____ **Rain date (if any):** _____

Event Location: _____

Description: _____

Concours, _____ **Rally,** _____ **Slalom,** _____

Charity/Cultural/Social, All British, etc. _____

Event open to public? Yes _____ No _____

Admission fee? \$ _____

Amount? \$ _____

Does your club interact with other JCNA clubs? If yes, describe:

If event is a benefit for charity or community group, please list:

1 Name of organization: _____

2 Contact name: _____

3 Phone number: _____

4. Email Address: _____

Briefly describe publicity/support this organization is providing to your event.

Has Jaguar dealer support been solicited (_____ Y, _____ N)?

If yes please state:

1 Dealership Name: _____

2 Contact Person: _____

What form of sponsorship has been requested from the dealership?

What sponsorship has the dealership granted?

Please list any other corporate sponsors of this event?

Briefly describe sponsorship/support other sponsor(s) provide before and after event:

EVENT PUBLICITY

List names of publications/electronic media in which club will advertise or publicize this event: (i.e. newspapers, magazines, event calendars, radio, TV):

List local/regional media/publications that club will contact for event day coverage:

List names and affiliations of writers/reporters you know and work with regularly:

List other publicity actions club will carry out to increase press and spectator/participant attendance:

ATTENDANCE

List anticipated number of entrants/participants in each activity:

Concours: _____ **Rally:** _____ **Slalom:** _____

Cocktail Party: _____ **Banquet:** _____ **Car Display:** _____

Other (please specify):

List anticipated number of spectators (please support number with figures from previous events if possible):

Resources requested (check all that apply):

_____ **Financial support \$** _____

_____ **Other (please describe):**

Specific use of resources requested (e.g.: trophies, printing ads, entertainment, guest of honor, general expenses):

SPONSORSHIP BENEFITS

How will this event increase public awareness of the JCNA?

What direct positive publicity benefits will Jaguar Cars derive in your community by supporting this event?

Print applicants name: _____

Signature: _____

Club Position: _____

Date: _____