

JCNA 2023 Annual General Meeting

March 9-12 San Francisco, California

JCNA International Jaguar Festival (IJF)

Organizing Committee Report

Mark Mayuga, Chairman

The JCNA IJF Organizing Committee was established in 2019 JCNA AGM to assist JCNA Clubs in the planning, organizing, and execution of the annual INTERNATIONAL JAGUAR FESTIVAL, a celebration of all things JAGUAR. The goals of this committee were to provide guidance and organizational planning for such a large event. The core events are a sanctioned JCNA Concours, JCNA Rally, and a JCNA Slalom.

Any JCNA club(s) in good standing may submit a proposal to host this annual event to the Executive Board of Directors at the Annual General Meeting. The Proposal should include the name of the club(s) hosting, event dates, location, accommodations, venue for the JCNA sanctioned events, and a list of events stewards/chairmen's. This proposal should also be submitted prior to the AGM to the IJF Organizing Committee for review and suggestions.

The event is a serious undertaking and organizational planning is imperative. The biggest challenges are the financial exposure to a club treasury. These financial responsibilities include deposits for hotel rooms and banquet catering, venue permits, off-site meals, Audio Visual, equipment rentals, local use fees, trophies, guest speakers, and security. Also, the recruitment of event volunteers, JCNA Certified Judges, registration committee, JCNA Slalom Steward, and a JCNA Rally Master should all be identified prior to the presentation to the JCNA Executive Board at the AGM.

Recently the challenge of Event Sponsorship from Retail and Specialty Services businesses has become more difficult. There are several reasons for this issue. We are a very small market segment of the automotive car collecting genre. The proposed hosting club should realize that a majority of the participants will come from a five hundred to one-thousand mile radius of the event. The event sponsorship should be organized as regional and national and choosing those sponsors is challenging. Because we are a small market segment we are limited in our selection of sponsors who have limited resources for advertising and marketing. Bottomline, there is a fine balance between what the event costs to the participant is and the offset from sponsors to keep the event affordable to most participants. This is where a strong event plan is necessary and focused leadership.