



## Jaguar Land Rover and Jaguar Clubs of North America

### Special Event Sponsorship Application

#### **Background:**

Jaguar/Land Rover values the contribution that JCNA and its affiliates make towards increasing public awareness of the Jaguar Marque, Jaguar Cars and the Jaguar Clubs of North America. This is the basis for their willingness to support our activities. Should your Club receive support, it is important to feedback proper thanks and evidence, showing that their funds were “money well spent.” Please do this through the JCNA Administrator listed below.

#### **Qualifying Criteria:**

1. The future events for which you are applying for support, must be listed on the JCNA calendar at the time of the application.
2. The events must be a Sanctioned or Sanction Pending event.
3. You must have a delegate at the AGM, or a Proxy filed by Feb 28.
4. The sponsorship form must be sent to the JCNA Administrator and both of your Regional Directors no later than February 28.

#### **General Instructions:**

1. Immediately upon opening the file, save it to your hard drive with a meaningful name such as JLR Sponsorship Request Form for (your club name).
2. Press the Tab key to move from field to field and fill in the required information.
3. Save the form frequently.
4. Close the form.
5. Open a new email, attach the file and send it to [Admin@JCNA.com](mailto:Admin@JCNA.com) or mail to:  
JCNA Administrator, 500 Westover Drive #8354, Sanford NC 27330.

A copy of the completed application must be sent to **both** area Regional Directors. Their names, addresses and emails are on the Contact page on the JCNA website.

***Deadline is February 28 and late applications will not be accepted.***

Please direct all inquiries regarding sponsorship to the JCNA Administrator with a cc. to both your Regional Directors. Funds will be sent from Jaguar Cars to the JCNA Administrator and disbursed by the JCNA BOD in compliance with Corporate Policies C0200-103 and C0200-104.

Please note the JCNA year runs Jan 1 to Dec 31. The JLR fiscal year runs April 1 to March 31. Any funding is not available to JCNA, normally until June of the year.

**JCNA Sponsorship Application:**

Region and Club: NW \_\_\_\_\_ NC \_\_\_\_\_ NE \_\_\_\_\_ Club #: \_\_\_\_\_  
 SW \_\_\_\_\_ SC \_\_\_\_\_ SE \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

Applicant's Club Position: \_\_\_\_\_

Club Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Event Information**

Date: \_\_\_\_\_ Rain Date (if any): \_\_\_\_\_

Event Location: \_\_\_\_\_

Description: \_\_\_\_\_

Concours: \_\_\_\_\_ Rally: \_\_\_\_\_ Slalom: \_\_\_\_\_

Charity, Cultural, Social, All British, etc.: \_\_\_\_\_

Event open to the public: Yes: \_\_\_\_\_ No: \_\_\_\_\_

Admission Fee: Yes: \_\_\_\_\_\$. \_\_\_\_\_ No: \_\_\_\_\_

Does your Club interface with other JCNA Clubs? Yes: \_\_\_\_\_ No: \_\_\_\_\_

If Yes, describe:

\_\_\_\_\_  
 \_\_\_\_\_

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

Name of the organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone # and E-mail: \_\_\_\_\_

Briefly describe publicity/support this organization is providing your event:

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Has the Jaguar Dealership support been solicited: Yes: \_\_\_\_\_ No: \_\_\_\_\_

If Yes, please state:

Dealership Name: \_\_\_\_\_

1<sup>st</sup> Contact Person and Title: \_\_\_\_\_

1<sup>st</sup> Contact Phone # and E-mail: \_\_\_\_\_

2<sup>nd</sup> Contact Person and Title: \_\_\_\_\_

2<sup>nd</sup> Contact Phone # and E-mail: \_\_\_\_\_

**Sponsorship Benefits:**

What direct positive publicity benefit will Jaguar Cars derive in your community by supporting this event:

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What form of sponsorship has been requested from the dealership?

Financial Support: Yes: \_\_\_\_\_ No: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Event Participation: \_\_\_\_\_

Request for Dealer to display Jaguar cars: Yes: \_\_\_\_\_ No: \_\_\_\_\_

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What sponsorship has the dealership granted?

Financial Support: Yes: \_\_\_\_\_ No: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Event Participation: \_\_\_\_\_

Request for Dealer to display Jaguar cars: Yes: \_\_\_\_\_ No: \_\_\_\_\_

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Please list any other corporate sponsors of this event:

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

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**Event Publicity:**

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

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

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

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**Attendance:**

List the anticipated number of entrants/participants in each activity:

Concours: \_\_\_\_\_ Rally \_\_\_\_\_ Slalom \_\_\_\_\_

Cocktail Party \_\_\_\_\_ Cars Display \_\_\_\_\_ Banquet \_\_\_\_\_

Other (please specify):

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

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Resources requested from Jaguar Cars (mark all that apply):

**Financial support requested: \$ \_\_\_\_\_**

Other (please specify):

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

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