

Muscle Car Madness

Sponsorship Proposal



Benefiting



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Muscle Car Madness and Seattle Children's Hospital Sponsorship Proposal

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Introduction

The Muscle Car Madness car show is a volunteer-driven event sanctioned by the SOVREN (Society of Vintage Racing Enthusiasts) Guild of Seattle's Children's Hospital. This is one of a few muscle car shows in the Seattle Metropolitan area. All proceeds from this fun, high-energy car show benefit Children's.

This Year's Goal

This year, the fundraising goal for this event is \$20,000. Proceeds from the event benefit uncompensated care at Children's, which ensures quality care for all children of the Northwest, regardless of their families' ability to pay. In 2008, Children's provided more than \$80 million in uncompensated care to families in need.

Fundraising Components

There are five fundraising components that contribute to the overall donation made to the hospital. They are:

- SPONSORSHIP
- IN-KIND DONATIONS
- INDIVIDUAL GIFTS
- REGISTRATION FEES
- MERCHANDISE SALES

In 2008, Seattle Children's Hospital provided more than \$80 million in uncompensated care to families in need - \$15 million increase over the prior year.

Sponsorship

Corporate sponsorships ensure the success of any fundraising event. Our sponsors play an important role in defining our event. We work closely with our sponsors to make sure they are included in all aspects of the event and that they receive benefits for their involvement in the show. Most importantly, sponsors are a part of an organization that helps the community in which they serve.

In-Kind Donations

It is the goal of the show organizers to make the Muscle Car Madness car show the largest show of its kind in the Northwest. In-kind donations of facilities, food, drinks, and other supplies ensure the success of our show. These donations contribute to the reduction of overhead costs and allow the Guild to make larger donations to Children's.

Individual Gifts

Many car enthusiasts who know about or participate in the show make individual donations to the hospital through the SOVREN Guild.

Registration Fees

Registration fees comprise a significant source of funds for our show. It is through the generous participation of our car owners that we have a successful show each year.



Merchandise Sales

Each year, merchandise sales provide a strong revenue stream and a valuable source for marketing our event for future years.

Corporate Sponsorship

The Muscle Car Madness show provides a great opportunity for corporate sponsorship. Not only do sponsors help ensure the event is successful for Children's, but the exposure, public relations value, and positive image of the event is beneficial to each participant. Details of corporate benefits follow.

Presenting Sponsor Benefits

This is a high-level summary of the benefits for a Presenting Sponsor participating with the SOVREN Guild and Children's in the Muscle Car Madness 2009 car show.



Spectators enjoy the 2008 Muscle Car Madness show.

PUBLIC RELATIONS

- Positive public relations benefits of raising money for an important charity – Seattle's Children's Hospital.
- Coverage and links from the event Web site.
- Recognized as Presenting Sponsor in all press releases.
- Mention at all pre-event promotional activities.

EVENT MARKETING

- Logo placed on the official flyers and coupons.
- Logo on official event t-shirt.
- Best of Show trophy will include the Presenting Sponsor name.

Benefits can be tailored to fit your company's needs and requests. We have an opportunity for, at most, two Presenting Sponsorships to this show.

Presenting Sponsorship: \$2,500

Supporting Sponsor Benefits

This is a high-level summary of the benefits for a Supporting Sponsor participating with SOVREN Guild and Seattle's Children's Hospital in the Muscle Car Madness 2009 car show.

PUBLIC RELATIONS

- Positive public relations benefits of raising money for an important charity – Seattle's Children's Hospital.
- Coverage and links from the event Web site.
- Mention at all pre-event promotional activities.

EVENT MARKETING

- Logo placed on official flyers and coupons.
- Sponsor of one, or more, event day interviews of participating cars.

Benefits can be tailored to fit your company's needs and requests. We have an opportunity for, at most, ten Supporting Sponsorships to this show.

Supporting Sponsorship: \$1,000

Participating Sponsor Benefits

Participating Sponsors will join with the SOVREN Guild and Seattle's Children's Hospital in the Muscle Car Madness 2009 car show through financial support of complementary show items, of the sponsor's choice, including, as examples, items such as hats, shirts, or trophies.

PUBLIC RELATIONS

- Positive public relations benefits of raising money for an important charity – Seattle's Children's Hospital.
- Coverage and links from the event Web site.

There is no maximum for the number of Participating Sponsor level support available to this show.

Participating Sponsorship: up to \$1,000

Q&A

What is the Muscle Car Madness car show?

The Muscle Car Madness car show is a unique, regional car show celebrating the American Muscle Cars from 1960-1974. We are unique in that we are not benefiting a regional car club. All proceeds benefit Children's. We are also unique in that we include, and recognize, non-muscle cars as part of our show.

2009 marks our fifth annual show. Each year our event grows and increases the donation to Children's. This year, our goal is 200 cars, including some of the best local muscle cars.

Who is Seattle Children's Hospital?

Seattle Children's Hospital was created in response to a need. After losing her young son to inflammatory rheumatism, Anna Clise galvanized 23 female friends and, in 1907, established the first facility west of the Mississippi to specialize in treating children. Over one hundred years later, her legacy still directs Children's: all children should grow up without illness or injury.

Today, Seattle Children's Hospital is the premier regional pediatric care center in the Pacific Northwest and serves as the pediatric referral center for health care providers throughout Washington, Alaska, Montana, and Idaho. The medical center is at the forefront of providing a comprehensive range of health care services, with national prominence for its clinical expertise and affiliation with the University of Washington School of Medicine.

Children's also conducts research into the development of new treatments for childhood illnesses and diseases. In the past 25 years, Children's has made significant contributions to pediatric research, especially in the treatment and understanding of cystic fibrosis, childhood cancer, infectious diseases, immunology and how the body's tissues respond to injury. Children's recently added 500,000 square feet of laboratory space that will enable it to expand its research capabilities and enhance its ability to provide excellence in patient care, medical education and child advocacy. The goal is to add another 500,000 square feet of research space during the next 5-10 years.



Where does the money go? What is it used for?

Proceeds from Muscle Car Madness are donated to uncompensated care at Children's, a program that allows the hospital to provide medical care to the patients in our region from birth through age 21 regardless of ability to pay. Thanks to the generous support of our community, Children's is able to provide nearly 60 percent of its patients some form of financial assistance. This program aids families whose income or insurance coverage is limited and who live in Washington, Alaska, Montana or Idaho (WAMI).



What is SOVREN and the SOVREN Guild?

SOVREN, the Society of Vintage Racing Enthusiasts, is a Seattle-based non-profit racing organization boasting 350 members throughout Washington, Oregon, California and British Columbia who are owners and admirers of older sports cars with racing histories. Ownership of a vintage race car is not necessary for membership.

The SOVREN Guild was formed in 1991 with the sole purpose of working with SOVREN (Society of Vintage Racing Enthusiasts) to produce and present the Pacific Northwest Historics Vintage Car Race as a benefit for uncompensated care at Children's. Today, the SOVREN Guild is also involved with the Kirkland Concours d'Elegance and this show, Muscle Car Madness. The SOVREN Guild was presented the Seattle Children's Hospital Guild Association "Chairman's Award" in 1997 for its outstanding contributions to Children's.



Where can I find out more?

David Oake
Muscle Car Madness Coordinator, SOVREN Guild
Cell Phone - (206) 914-6165
Home Phone - (253) 639-9042
Email - D.Oake@comcast.net
Web site - www.MuscleCars4Kids.com

Debbie Haley
Muscle Car Madness Coordinator, SOVREN Guild
Cell Phone - (206) 227-9486
Home Phone - (206) 878-2152
Email - deborahhaley@msn.com
Web site - www.MuscleCars4Kids.com