



July 21, 2016

**Dear Community Member,**

The **Sports Car Club of America (SCCA)** returns to the **Mid-Ohio Sports Car Course** for their **53rd National Championship**. The **SCCA National Championship Runoffs** (with presenting sponsor **Garmin VIRB**) runs September 19-25, 2016. This is the first time the Runoffs have been held at Mid-Ohio since 2005 (1994-2005) and we are excited for the chance to showcase our area's legendary hospitality to this group again.

Through the efforts of the community via the **Mansfield/Richland County Convention & Visitors Bureau (CVB)** and **Richland Hospitality**, we welcome this group who will essentially be living here for up to 14 days. Drivers, crews, workers, and fans will purchase goods and services locally. This is significant as the Runoffs bring in \$7,000,000+ in economic impact a year (**\$84,000,000 since 1994!**). Since the group makes such an impact on our local businesses, we roll out the red carpet.

During the 12 years the event called Mid-Ohio home, we were fortunate to have local businesses sponsor portions of this massive hospitality undertaking. We host a **Welcome Booth** at the track to connect SCCA to community resources during the entire event and serve about 1,800 drivers, crews, and volunteers during the legendary **Richland County Welcome dinner**. Continued assistance from around the county has made it possible for the efforts to be highly effective. On behalf of the CVB, let me say "Thank You".

As we look forward to this year's race week, we are seeking partners and are offering sponsorship opportunities to showcase local businesses during this great event. Please consider entering your business in the spotlight as a **Sponsor** at the **SCCA National Championship Runoffs** for 2016.

**We've made it as easy as 1-2-3 to become a sponsor!**

1. Fill out the form at the top of the attached page
2. Check your sponsorship level selection and
3. Fax it back.

We will contact you to confirm your selection and give you more details as to what is needed and when. If you have any questions, please contact me or Kim Miers at 525-1300 or 800-642-8282.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee M. Tasseff".

Lee M. Tasseff  
Mansfield/Richland County Convention & Visitors Bureau  
ltasseff@mansfieldtourism.com

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

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

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

\_\_\_\_\_

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

**Sponsorship Level:** **\$1000**

- ⇒ Name appears on the official **Sponsor Board** in the **Welcome Booth**
- ⇒ SCCA page listing on MansfieldTourism.com **website**.
- ⇒ **Your Flyers/Brochures** displayed at the **Welcome Booth**
- ⇒ **4 tickets to the Welcome Dinner**
- ⇒ **4 SCCA Championship Runoffs race tickets to Mid-Ohio**

**Sponsorship Level:** **\$500**

- ⇒ Name appears on official **Sponsor Board** in the **Welcome Booth**
- ⇒ SCCA page listing on MansfieldTourism.com **website**.
- ⇒ **Your Flyers/Brochures** displayed at the **Welcome Booth**
- ⇒ Logo on large **"Welcome Back SCCA" banner at Dinner & Booth**
- ⇒ **2 tickets to the Welcome Dinner**

**Sponsorship Level:** **\$250**

- ⇒ Name appears on the official **Sponsor Board** in the **Welcome Booth**
- ⇒ SCCA page listing on MansfieldTourism.com **website**.
- ⇒ **Your Flyers/Brochures** displayed at the **Welcome Booth**
- ⇒ Logo on large **"Welcome Back SCCA" banner at Dinner & Booth**

**Sponsorship Level :** **\$100**

- ⇒ Your name appears on the official **Sponsor Board** that is displayed in the Richland County **Welcome Booth** at the track. The booth is open from September 15 thru September 25 and is an information and social hub for the Drivers, Crews, Volunteers & Fans.

**OTHER SPONSORSHIP OPTIONS:**

- Advertising on the back of the Welcome Dinner Tickets - \$1500**  
(also gets everything in \$1000 level)
- Donate cookies, water, coffee, suppliers – customize your support.**

**SPONSORSHIP DEADLINE TO APPEAR ON SIGNAGE IS AUGUST 19, 2016**

Fax: Attention Kim Miers @ 524-7722

kmiers@mansfieldtourism.com

or mail to: Mansfield CVB, 124 N. Main Street, Mansfield, OH 44902

Checks made payable to: Richland Hospitality