



Porsche Club Racing is largest single-marque racing series in the world

Support The Road America Challenge (TRAC) Club Race and Drivers' Education event September 1st through the 4th 2023 and become part of the *action*.

2023 represents PCA Club Racing's 32nd year which features more than 1,500 licensed racers in 20+ sanctioned races annually: more than any other single-make racing organization in the world.

By sponsoring our TRAC event, you will be one of a select few organizations with access to the approximately 1,500 participants and spectators that attend the event each year. Your organization becomes part of the event program along with announcements made throughout the weekend at Road America as well as PCA Chicago's email blasts and marketing leading up to the event.

In addition to your event exposure, you will be featured on our website's TRAC event page as well as receiving frequent mentions on our Facebook page. Depending on your level of sponsorship, you will also get an opportunity to place an advertisement in an issue of our region's bi-monthly publication, *The Scene*.



Contact us today to reserve your sponsorship as there are only a limited number available.

Sponsorship Levels			
Exposure	Platinum \$2,000	Gold \$1,250	Silver \$750
TRAC Dinner Tickets	6	4	2
Pit Passes	2	1	N/A
Audio Announcement During Event	Yes	Yes	Yes
Logo in Registration Packet, Schedule, Online Program	Yes	Yes	Yes
Email Blast Mention	Before and After	Once After	N/A
Facebook Mentions	Yes	Yes	N/A
Web-Site Logo and Link	Full Year on Club Racing and Sponsorship pages	8 Months on Sponsorship page	4 Months on Sponsorship page
Logo in <i>The Scene</i>	Two Issues	One Issue	One Issue
<i>The Scene</i> Advertisement	Explicit mention in TRAC article	N/A	N/A
Logo on TRAC Coordinators Golf Carts	Yes	N/A	N/A

Contact: Dana Comolli
847-423-6718 or dana@dmxx.com
Sponsorship and Dealer Liaison

All written and verbal content must be provided no later than Friday, August 4th, 2023 for inclusion into the TRAC materials, prerecorded audio announcements, and *The Scene*.