



Sponsorship Opportunity 2018 Pagoda & Duryea Hillclimbs

Re: Hillclimb Sponsorship Opportunity

We would like you to consider being a sponsor of this year's Pagoda Hillclimb and Duryea Hillclimb to be held in Reading, Pennsylvania on June 23-24 and August 18-19 respectively.

This year, the Blue Mountain Region of SCCA will be hosting the 67th running of the hillclimbs in Reading. The hillclimbs are a level 4 SCCA sanctioned Time Trial event and over the years, well over a thousand racers have participated in the events – not to mention the thousands of volunteers, family and friends and spectators. The Reading Hillclimbs are known in the racing community throughout the United States and gaining recognition around the world. During the 2017 events, there was so much interest to participate in these events, that we had people on waiting lists. In the end, there were more than 210 drivers participate. They came from up and down the east coast – from New Hampshire down to Florida and out to Pittsburgh and Ohio.

Each hillclimb event is held on a Saturday and Sunday, and draws an ever increasing amount of spectators from the local communities, local and state politicians, as well as news coverage – TV, newspaper, radio and internet.

BMR also has very strong links to the local communities; supporting local associations – from first responders, to boy scouts, Pagoda Skyline Inc - a non-profit organization supporting the Reading Pagoda preservation and clean-up activities in City Park, the Reading Department of Recreation, and many others. We are very proud of our community involvement as well as the achievements of our racers and volunteers. There are, however, many expenses connected with hosting the Pagoda and Duryea Hillclimbs each year and we rely solely on our own fundraising events and the support of businesses like yours and are hoping that you would consider becoming a sponsor of this year's Pagoda and Duryea Hillclimbs.

The enclosed Sponsorship Form offers a wide assortment of sponsorship opportunities and what we are willing to do for you for your sponsorship. We do hope that this is something you might be willing to consider and welcome the opportunity to speak with you further about any of these levels or other sponsorship opportunities.

Thank you for giving this your consideration.

Rich Rock, Time Trials Chair rikrock@live.com
Merlin Miller, BMR RE (484) 824-4253
Steve Lewis, Asst RE mdbug6@comcast.net





Sponsorship Request

2018 Pagoda & Duryea Hillclimbs

The Blue Mountain Region of SCCA is hosting the 67th running of the Pagoda & Duryea Hillclimbs. We are looking for sponsors for this year's Hillclimbs and have several sponsorship opportunities available.

NAME: _____ Phone: _____ Email: _____

ADDRESS: Street: _____ City: _____ State: _____ Zip: _____

- PLATINUM SPONSOR \$500**
 - Company Logo on all Print Material *
 - Posters/ads - 750 printed
 - Front cover of program book - 300 printed
 - Event T-Shirts - 500 printed
 - Two of your company banners placed at highly visible, prime locations along the hillclimb course
 - Distribution of any suitable material provided by your company to those in attendance
 - Sponsor Link from the BMR-SCCA Website to your company's web page for one year

- GOLD SPONSOR \$225**
 - Two of your company banners placed at highly visible, prime locations along the course
 - Distribution of any suitable material provided by your company to those in attendance
 - Sponsor Link from the BMR-SCCA Website to your company's web page for one year

- SILVER SPONSOR \$150**
 - One of your company banners placed at a highly visible, prime location along the course
 - Distribution of any suitable material provided by your company to those in attendance
 - Sponsor Link from the BMR-SCCA Website to your company's web page for one year

- PATRON SPONSOR Donation of:**
 - Door Prizes
 - Promotional Items included in Driver/Worker bags (175-200 per event):
 - donation of small items - company advertisement (pens, note pads, magnets, etc...).

Contact to arrange pick-up:

PHONE (_____) _____

Items/Qty: _____

Sponsors are acknowledged in broadcasts during the events.

*** Please email a copy of your logo (.jpg, .bmp, etc) by April 1, 2018 to rikrock@live.com**

Send the form, necessary information for the sponsorship level, and a check made payable to "BMR-SCCA" no later than **March 25th** for Platinum Level or **May 15th** for Gold/Silver Level, to the address listed below.

BMR
PO Box 13641
Reading, PA 19612

Thank you for your consideration,

Rich Rock, Time Trials Chair; Merlin Miller, Regional Executive; Steve Lewis, Asst. RE

