



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

Support The Road America Challenge (TRAC) Club Race and Driver's Education event August 30<sup>th</sup> through September 2<sup>nd</sup>, 2024, and become part of the **ACTION!**

2024 represents PCA Club Racing's 32<sup>nd</sup> year which features more than 2,000 licensed racers in 22 sanctioned races annually: more than any other single-marque racing organization in the world. The Road America Challenge is considered one of the best of the season, garnering registrants from all over the country and Canada.

By sponsoring TRAC, you will be one of a select few organizations with access to approximately 2,500 participants and spectators who attend the event each year. Your organization becomes part of the electronic event program, will be recognized on posters at registration, RA Team carts, during announcements throughout the weekend at Road America, in 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, including a link to your website, will receive frequent mentions on our Facebook page, and, depending on your level of sponsorship, you will be recognized in the article featuring the event in our region's bi-monthly publication, *The Scene*.



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

Contact: Dana Comolli  
847.423.6718 or [dana@dmass.com](mailto:dana@dmass.com)  
Sponsorship and Dealer Liaison

Sponsorship Levels			
Exposure	Platinum \$2,500	Gold \$1,500	Silver \$1000
TRAC Banquet Tickets	8	5	2
Pit Passes	2	1	N/A
Audio Announcements During Event	Yes	Yes	Yes
Logo on Posters at Registration, Electronic Program, and TRAC Team's Carts	Yes	Yes	Yes
Email Blast Mention	Before and After	Once After	N/A
Facebook Mentions	Yes	Yes	N/A
Website Logo and Link to Your Site	Full Year on Club Racing and Sponsorship Pages	8 Months on Sponsorship Page	4 Months on Sponsorship Page
Logo in The Scene	Two Issues	One Issue	One Issue
Advertisement in The Scene	Explicit Mention in TRAC Article	N/A	N/A

All written and verbal content must be provided no later than Friday, August 16, 2024, for inclusion in the TRAC materials, prerecorded audio announcements, and *The Scene*.