

Alfas in the Bluegrass

AROC 2011 NATIONAL CONVENTION
LEXINGTON, KENTUCKY, JULY 13-17, 2011
WWW.ALFASINTHEBLUEGRASS.COM



The Next 100 Years Begins Here!





Alfas in the Bluegrass

ALFAS IN THE BLUEGRASS AROC 2011 NATIONAL CONVENTION LEXINGTON, KENTUCKY, JULY 13-17, 2011

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Alfas in the Bluegrass promises to be among the most exciting and memorable Alfa Romeo Owners Club Conventions yet:

- The AROC Concours will be held concurrently with the Keeneland Concours d'Elegance on the historic grounds of Keeneland Racetrack.
- The Keeneland Concours d'Elegance has selected Alfa Romeo as their featured marquee and will provide an Alfa paddock for all convention attendees to bring out their Alfas.
- Convention attendees will get their chance to ride a Kentucky thoroughbred, drive the bourbon trail, and experience the beautiful and historic settings which are the Bluegrass.
- A hotel that specializes in bringing convention attendees and vendors closer together, catering to just our needs, with elegant and comfortable accommodations that have a distinctive Southern flair.

The highlights alone fill several pages. Please take a few moments to view the official convention website: www.alfasinthebluegrass.com.

It all happens July 13-17, 2011 at the Campbell House in Lexington, KY.

But to make this fun convention even better, Alfas in the Bluegrass needs your assistance.

You can help four different ways:

- Vendor with display area
- Event sponsorship
- Door prizes
- Convention book advertisement



Alfas in the Bluegrass

SPONSOR

EVENT SPONSORSHIP LEVELS

Your generous support enables us to make it all happen.

The sponsorship levels are:

- ✦ Verde (full sponsorship)
- ✦ Platinum (half)
- ✦ Gold (quarter).

For smaller events and general sponsorship, a Silver category is available.

SPONSORSHIP BENEFITS

VERDE (EXCLUSIVE)

- ✦ Naming rights to the event where applicable
- ✦ Event article in the program book to have headline banner with your company name
- ✦ Company link on the convention website sponsor page and listed among sponsors in convention program
- ✦ Company banner ad on the event page and on the scrolling *Verde Only ad space* on the website home page
- ✦ Inclusion of sponsor's printed items and brochures in the Welcome Bag
- ✦ Complimentary vendor space
- ✦ Sign at the sponsored event with your company name or logo
- ✦ Acknowledgement at sponsored event with an opportunity to address attendees and access to vend at the event when applicable
- ✦ Verde sponsor generated short video intermissions (*up to 90 seconds*) to be shown at convention awards brunch
- ✦ Verde specials for convention attendees inserted into convention email blasts and website sponsored event page
- ✦ Choice of free business card ad or 50% off any other ad size

PLATINUM

- ✦ Company link on the Alfas in the Bluegrass website event page and sponsor page and listed among sponsors in convention program
- ✦ Inclusion of sponsor's printed items and brochures in the Welcome Bag
- ✦ Complimentary vendor space
- ✦ Sign at the sponsored event with your company name or logo (minimum \$300 sponsorship)
- ✦ Acknowledgement at sponsored event

GOLD

- ✦ Company link on the convention website sponsor page and listed among sponsors in convention program
- ✦ Inclusion of sponsor's printed items and brochures in the Welcome Bag
- ✦ Sign at the sponsored event with your company name or logo (minimum \$300 sponsorship)

SILVER

- ✦ Listed among sponsors in the convention program

Note: Banners are three sizes according to sponsorship: Large (\$1,000 and above); Medium (\$500 - \$900); Small (\$300 - \$499). Large banners include a color logo. Medium and small banners are text only.



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SPONSOR

EVENT AND ITEM SPONSORSHIP

	VERDE	PLATINUM	GOLD	SILVER
Convention Leading Sponsor	\$3,000 ⁽¹⁾	--	--	--
Welcome Reception	\$600	\$325	\$175	--
Time Trial	\$1,000	\$550	\$300	--
Time Trial Touring Laps	\$600	\$325	\$175	--
Tech Inspections	\$300	\$200	\$150	--
Autocross	\$1,000	\$550	\$300	--
Autocross beverage tent	\$550	\$300	\$200	--
Parking Lot Party & Swap Meet	\$1,000	\$550	\$300	--
Awards Brunch	\$750	\$400	\$225	--
AROC Concours at Keeneland (see #5)	\$1,000 ⁽⁵⁾	\$550 ⁽⁵⁾	\$300 ⁽⁵⁾	--
Vendor / Specialty Group Reception	\$550	\$300	\$200	--
Gimmick Rally	\$600	\$325	\$175	--
TSD Rally	\$600	\$325	\$175	--
Banquet	\$1,000	\$550	\$300	--
Banquet Keynote Speaker	\$500	\$275	\$150	--
Welcome Bag at Registration	\$1,000 ⁽³⁾	\$600 ⁽³⁾	--	--
Pre-Convention Bluegrass Tour	\$550	\$300	\$200	--
Alfa Art, Jewlery, & Model Show	\$400	\$225	\$150	\$75
Tech Sessions	\$400	\$225	\$150	--
Kentucky Horse Park & Riding Tours	\$750	\$400	\$225	--
Bourbon Distillery Tour	\$550	\$300	\$200	--
Car Wash	\$300	\$175	\$100	\$75 ⁽²⁾
ID Tag	--	--	--	\$450 ^(3,4)
Bluegrass Self Guided Tour Kiosk	--	--	--	\$450 ^(3,4)
Alfas in the Bluegrass Worker Shirts	--	--	--	\$600 ^(3,4)
Convention Central & Registration	--	--	--	\$600 ^(3,4)

(1) - Inquire about the addition benefits above Verde for our convention leading sponsor.

(2) - Sign with company name displayed at cooler.

(3) - Company (and convention where applicable) name & logo on item.

(4) - Item included in Convention Leading Sponsor Package (available separately if no leading sponsor).

(5) - Only Keeneland Vendors are allowed to vend items at Keeneland. Please ask for further details if interested.



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PROGRAM ADS

CONVENTION PROGRAM BOOK DISPLAY AD RATES

	COLOR	B&W
Full Page	\$500 ⁽¹⁾	\$320
Half Page	\$250 ⁽¹⁾	\$160
Quarter Page	\$125 ⁽¹⁾	\$80
Eighth Page (business card)	--	\$40

(1) The inside front cover, back cover, and inside back cover spaces are reserved for full color ad placements.

VENDORS

BOOTHS AT THE HOTEL / VENDING AT KEENELAND

HOTEL

Vendor booths at the Campbell House Hotel are available for each day of the convention, beginning Wednesday morning, July 13th, through Sunday evening, July 17, 2011.

The vendor room is within the heart of all convention activity, adjacent to convention central, registration, the banquet room, and the parking lot party area.

Verde and Platinum sponsors receive complimentary vendor space. Other vendors pay a nominal \$100 per table. All vendors receive business card style ad in the convention program book.

Vendor setup is available the evening of July 12th. The hotel staff is accustomed to shipping and receiving vendor items. The vendor room is within a secure area that can be locked. Items can even be shipped well ahead of the convention and securely stored at the Duncan residence. In short, tell us what you need and let us work to accommodate you!

Vendors may choose to attend events and close their booth during that time. Verde Sponsors may vend at their sponsored events.

AROC CONCOURS AT KEENELAND RACETRACK

The club concours is open to the public and will be held concurrently with the Keeneland Concours d'Elegance where Alfa Romeo is the featured marque. Keeneland offers a high level, invitation only judged concours as well as an extensive non-judged multi-make paddock centered primarily around sport cars.

The combined event will draw several thousand attendees and local television coverage. Please ask for our assistance if you would like to vend at the Keeneland Concours d'Elegance.



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DOOR PRIZES

AWARDED AT THE CONVENTION

DISTRIBUTION

Door prize winners will be chosen by a random drawing from convention ID registration numbers, listed on all attendee ID tags.

Major prizes (e.g., a set of tires, a watts link setup, etc.) will be chosen in a drawing at the banquet. If available, major prize donors are encouraged to personally present the prize during the banquet.

All winning ID numbers, items won, and the respective donors will be posted in convention central, Friday through Sunday morning.

CONTACTS

WHO / WHAT / WHERE / WHEN

SPONSORSHIP / DOOR PRIZES / ADVERTISING / VENDORS / WELCOME BAG

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