



Founded 1933

The MG Car Club Ltd

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European Event of the Year 2013

Dear Sir

The MG Car Club is an eighty year old this year and is a worldwide phenomenon with 10,500 members in the UK and 30,000 overseas members in hundreds of affiliated MG Car Clubs. As Chairman of the MG Car Club I therefore have no hesitation in commending this event to you as an exciting opportunity for your company to promote itself by becoming a sponsor of the event.

The Event of the Year is held each year in a different host country and attracts support from MG enthusiasts and Club members from many of the European and Scandinavian countries. I know that the Caledonian Centre is very proud to have been selected to host the 2013 event and they will be promoting it heavily over the next few years both in the UK and abroad.

In the 16 year history of the European Event of the Year it has never been held in the UK and that in itself will make it a major event on the MG calendar well worthy of your consideration.

Yours faithfully

John Day Chairman
MG Car Club Ltd

The proceeds from sponsorship and advertising will go towards enhancing the event for participants. This event will be non-profit making and any surplus will be donated to charity.



**EVENT
SPONSORSHIP AND ADVERTISING
OPPORTUNITIES**



The MG Car Club - Caledonian Centre

WHO ARE WE?



We are the Caledonian Centre of the MG Car Club - the Scottish branch of the world's largest single marque car club.

The Club was formed in 1930 with the approval of Cecil Kimber the founder of the MG Car Company Ltd. The Club was formed by a group of MG enthusiasts as a club for members run by members and so it remains today.

Over the years, the Club has evolved into 12 UK regional Centres with its headquarters at the home of MG in Abingdon, Oxfordshire. The club presently boasts a membership of 10,500 with the Caledonian Centre enjoying a healthy and active membership of 350.

The MG Car Club also has a large overseas following with 73 affiliated clubs across the globe. The overseas membership of over 30,000 individuals allied to the 10,500 members in the UK, means that with over 40,000 members, the MG Car Club is the biggest single marque car club in the world.

What is the MG Car Club European Event of the Year?

The European Event of the Year provides the annual stage and setting for one of the world's greatest gatherings of MG cars. Each year the event attracts in excess of 250 entries from across Europe and from as far afield as the United States and Canada.

The event is a scenic touring rally held over five days and is held in a different European country each year. Last year (2010), it was held in Italy. This year the location is Belgium and next year the scene for the European Event of the Year will be Sweden.

Then, in 2013 the focus of the MG world will be here in the UK with the event based in Scotland.

Where, when and what will be the format?

The event will be based in Aviemore at the heart of the Cairngorms National Park in the beautiful Scottish Highlands. Its headquarters will be at the splendid Macdonald's Hotel complex and it will run from Friday, August 16 - Tuesday, August 20, 2013.

The Event will run over a fun-packed five days beginning with a Civic Reception hosted by Highland Council.

Then, over the course of the following five days, participants will have the opportunity to sample the fantastic roads and scenery of the Cairngorms. As well as attending Highland Games and visiting forts, castles, distilleries and all of the other attractions which Highland Scotland has to offer. There will be food and whisky tasting opportunities and auto testing within the Aviemore hotel complex. Additionally, there will be a Grand Gala Dinner and Ceilidh which doubles as a celebration of the European Event of the Year 2013 and as a 21st birthday bash for the MG Car Club Caledonian Centre - excellent opportunities for our commercial partners to promote their companies.



WHAT CAN WE OFFER SPONSORS AND ADVERTISERS?



For those who wish to be part of this spectacular and prestigious event, which is being held for the first time in the UK and which will deliver an audience throughout Europe and beyond, we are offering two levels of sponsorship and advertising. Our aim is to have both MG related and non MG related sponsors.

Should you choose to become part of this blue riband event then your company will be showcased to over 40,000 MG Car Club members worldwide. In the main our members are from the ABC1 demographic category with the kind of disposable income which enables them to enjoy their passion for MG cars.

We can deliver this audience by means of our dedicated European Event of the Year 2013 web site www.mgeuropeanevent2013.com - plus a host of associated media initiatives. Before, during and after the Event we will be offering a programme of advertising, media and PR activities and promotions at associated events including the MG Car Club's three-day Silverstone race meeting, MGLive, which, in terms of competitors and spectators, is reckoned to be the biggest and best club motor race meeting in the UK with gates of 12,000. In addition to MG Live we will also have a stand at the Glamis Castle Extravaganza and the Bo'ness Hillclimb Revival both with gates of over 9,000.

The MG Car Club also publishes its own magazine, *Safety Fast*, delivered monthly to the homes of our 10,500 UK members where the event and our commercial partners will be promoted over the next three years.

Main Sponsors

- ◆ Your Name and Logo prominently featured on all letterheads and promotional material including various motoring magazine articles.
- ◆ Your Name and Logo prominently featured on the front page of our web site along with an advert and link to your web site.
- ◆ Your name mentioned in all media promotions.
- ◆ Your Logo on Event Regalia and Rally Plaques
- ◆ Your name and Logo on the front cover of the route book plus a full page advert.
- ◆ Your Logo will be displayed on two competition cars and event cars which will attend various national and international Events over the next 2 years. We will actively promote your company at these events.
- ◆ Display area at the Venue in Aviemore.
- ◆ Your company table at the Gala Dinner at which to entertain your guests.

Second level of Sponsorship

- ◆ Your Logo featured on all letterheads and promotional material.
- ◆ Your Name and Logo prominently featured on our web site along with an advert link to your web site.
- ◆ Your Logo on the front cover of the route book plus a full page advert
- ◆ Your Logo on rally plaques.
- ◆ Display Area at the venue
- ◆ Invite to Gala Dinner

Route book advertising

- ◆ Full Page plus advert on our web site - £350
- ◆ Half Page plus advert on our web site - £175
- ◆ Quarter Page plus advert on our web site - £100

All adverts from artwork supplied. Subject to VAT at the applicable rate.

For costs and further information contact:

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