



CADILLAC V-CLUB SPONSORSHIP OVERVIEW



V-CLUB SPONSORSHIP LEVELS



Silver - \$300 annually

Silver Sponsors will have their logo placed on the Sponsors page and their logo will be included in each quarterly Newsletter. This level of sponsorship will receive 2 member accounts.

Gold - \$500 annually

Gold Sponsors will have their logo placed on the Sponsors page and their logo will be included in each quarterly Newsletter. This level of sponsorship will receive 4 member accounts.

Platinum - \$750 annually

Platinum Sponsors are restricted to Cadillac dealers. There will be one Platinum “title” sponsor. Cadillac dealers must apply for approval as a Platinum co-sponsor and the sponsorship fee is “per dealer location”. If a dealership management group has multiple Cadillac dealers, the fee is reduced to \$500 per dealership. This level of sponsorship will receive 6 member accounts.

V-CLUB MEMBERS RECEIVE



Discounts on Sponsor products and services

Average of 5% to 15% off MSRP

Access to special promotions and other incentives available only to members

Priority VIP service and support & support with guaranteed service levels

Newsflash notifications of special promotions from Sponsors

Platinum & Gold Level Sponsors commit to host a minimum of 1 V-Club “meet and greet” event or some other type of activity at their location Annually (i.e. dyno day, v-corral, new product/model announcements, etc.)

Sponsor commitment to send a representative to a minimum of 1 V-Club official event per year

V-CLUB SPONSORS RECEIVE



Official Cadillac V-Club wall banner, V-Club promotional tri-folds, business cards

Option to attend any V-Club event/activity

Option to invite their employees who have joined as members

Authorization to post promotional info and announcements on the public Sponsors News page on CadillacVClub.com

Platinum, Gold & Silver level sponsors may send promotional emails to Cadillac V-Club members monthly

Sponsor must create flyer in pdf or MS Word format and V-Club will distribute via our newsletter email distribution system

Sponsor promotions will also be published on V-Club members only section of website (not public pages)