



Greetings Fellow Saab Enthusiast,

The Saab Club of America (SCNA) is pleased to announce that the Saab Owners' Convention for 2010 will be held in Aurora, Ohio from July 22 through July 25.

The SCNA was founded over twenty-five years ago as a way for Saab owners and fans of the marque to come together and celebrate this unique car from Scandinavia. We have hundreds of members from the United States, Canada and several other countries. The primary mission of the Saab Club of North America is to gather Saab owners once a year to honor Saabs and the rich history of this marque. This year, we will be commemorating the thirtieth anniversary of a Saab 900 Turbo's victory in the first "Longest Day at Nelson Ledges," a 24 hour endurance race.

To make this event a success, we will need your help. There are many ways your organization can help us to put on the best Saab Owners' Convention. Please consider assisting as a sponsor at one of the levels listed in the attachment.

Please contact us so that we may provide more details on the event and how you can help. Call the event coordinator, Stephen Goldberger at 330-497-0346 or email at stephen.goldberger@saabclub.com for more information and to establish your sponsorship.

Thank you for your support,

Stephen Goldberger
Treasurer, SCNA
2010 Saab Owners' Convention Coordinator
<http://www.saabconvention.com>

Ian Glenday
President, SCNA
ian.glenday@saabclub.com
<http://www.saabclub.com>

attachment: SOC10 Sponsorship Information



28th Annual Saab Owners' Convention Sponsorship Information

BENEFITS	LEVEL ONE \$300	LEVEL TWO \$500	LEVEL THREE \$1,000	LEVEL FOUR \$2,500	LEVEL FIVE \$5,000+
Listed in SOC Program	Yes	Yes	Yes	Yes	Yes
Advertisement in SOC Program included with Sponsorship	Thank You Line	Quarter Page	Half Page	Full Page	Full Page, Inside or Outside Cover*
Banner on SOC Website	Yes	Yes	Yes	Yes	Yes
Logo on SOC T-Shirts & Posters	Yes	Yes	Yes	Yes	Yes
SOC Tickets Customer Day Passes	N/A N/A	One Free N/A	One Free Four Free	Two Free Ten Free	Four Free Twenty Free
Meal Passes Saturday Awards Banquet	N/A N/A	N/A N/A	One Free Two Free	Two Free Six Free	Four Free Twelve Free
Ability to Specify Use; Name and Logo Will be on Event Banner	General Fund	Choose From Available	Choose From Available	Choose From Available	First Choice From Available
Vendor Space	N/A	N/A	Yes	Yes	First Pick
Sponsor Unique Banner	N/A	N/A	N/A	Yes	Yes
Charity Action: Proceeds donated to SOC charity	Sponsors are requested to donate one or more items showcasing your goods and/or services.				



Why should you be a sponsor? You will be partnering with one of the largest and most diverse group of Saab aficionados. Our members own everything from the earliest two stroke Saabs to the latest and greatest. With the bulk of Saab manufacturing returning to Trollhattan we are getting back to our Swedish roots. This is a way for your organization to get in touch with a cross-section of the Saab driving public that you may not otherwise reach. Also, this is a chance for you to reach newer members of the community. Many people new to the marque join the SCNA to gain knowledge about Saabs past and present. SCNA expects a large turnout for the event. This is a great opportunity for your organization to reach out to many people that will come from all over the United States and Canada to visit the area. We are eager to have you as a participant.

For Level 5 sponsorship we are offering the free use of a Hospitality Room at The Bertram Inn. *Based on availability, this can be combined with an adjacent hotel room to provide you with a spacious and luxurious suite for your comfort while attending the event; or, it may be used as a standalone area for entertaining your customers or staff. As a Level 5 sponsor, your banner will be prominently displayed at the Sponsors' Reception, the Friday night dinner, and the Saturday night Awards Banquet.

For Level Four sponsorship your company or organization can choose to sponsor; the Sponsors' Reception on Thursday, the Friday night dinner, the Saturday night banquet or the People's Choice or Concours show fields, an exclusive banner showing your sponsorship of the activity will be prominently displayed at that activity.

We are all mindful of the upheaval that has happened to Saab in the past year, and appreciate the confusion and uncertainty in the minds of many loyal Saab customers. Therefore, we are offering our Levels 3, 4 and 5 sponsors complimentary Day Pass tickets and complimentary Saturday Awards Banquet tickets that you may use to restore Saab enthusiasm in your customers. Day Pass tickets are sold to the public and include a four month trial membership in the Club and two issues of Nines, the Saab Club Magazine (Nines will not be included with these tickets). Saturday Awards Banquet tickets simply are not available to the public without full Convention registration. These day pass and meal benefits have never been offered to Convention Sponsors before and is our way of recognizing the dedication of those choosing to support us in these trying times.

If you are unable to be a sponsor please consider supporting SCNA and SOC10 by participating in one of the following:

SOC Program Book Advertising – Hundreds of Saab aficionados will see your ad in the program book. Ad rates are: Full page, \$300; Half page, \$175, Quarter page, \$100 and \$50 for business card size.

Charity Auction – Help the cause by donating any and all unwanted/excess Saab and Saab related goodies. This is the last event of the convention where all Saab folks come together to support a great cause. Please consider bringing or sending Saab items you no longer need.

Vendor Space – Vendor space will be available for a nominal fee. We encourage you to come and sell your Saab related products. Information will be available on our website.

* = *first come first served based on availability*