

## GUIDELINES FOR VAC SPONSORSHIP OF SOCIAL EVENTS AT REGIONAL RALLIES

**PURPOSE:** To promote the brand and awareness of the Vintage Airstream Club (VAC) and to encourage owners of vintage Airstream trailers (or trailers recognized by the WBCCI as having been designed by Wally Byam) to join the VAC, by underwriting a social event at WBCCI Annual Regional Rallies (each a "Social Event").

**WHO MAY REQUEST:** Any Regular Member of the VAC who is hosting or assisting with a Social Event.

**HOW TO REQUEST A VAC SPONSORSHIP:** Requests for financial support for a prospective Social Event must be made by completing the annexed form, and including as much detailed information as possible regarding the Regional Rally and Social Event, such as the nature (i.e., coffee and donuts, ice cream social, etc.) and anticipated number attendees; how the Social Event will be advertised within the Region, the vintage community, the VAC membership and the host city; how the VAC will be acknowledged at the Social Event for its sponsorship and the potential benefits to be derived by the VAC for supporting the Social Event.

**DEADLINE FOR SUBMITTING SPONSORSHIP REQUESTS:** All requests for a VAC sponsorship should be submitted as soon as practicable but not later than 90 days prior to the Social Event to allow the VAC to maximize all potential advertising and brand recognition opportunities.

**AMOUNT OF VAC SPONSORSHIPS:** The amount of each Board-approved VAC Sponsorship will be the lesser of (i) the actual amount of the Approved Expenses (defined below); or (ii) \$250.

**ACKNOWLEDGEMENT OF VAC SPONSORSHIP:** As a condition to the VAC Board's approval of a request for the VAC to underwrite a Social Event, the Region sponsoring the Regional Rally must countersign the Board-approved request form and agree to acknowledge the VAC Sponsorship in the following ways:

- Any schedule of events, program, blurb, flyer or printed schedule detailing the activities at the Regional Rally, including any article in any online announcement.
- Recognize the VAC for sponsoring the Social Event.
- Have flyers (to be provided by the VAC) available at the Social Event for interested attendees.
- Post a sign (to be provided by the VAC) at the Social Event
- Designate a VAC Member who is attending the Regional Rally to field inquiries from attendees regarding the VAC.
- Such other means as may be reasonably requested by the VAC Board for a given Social Event.

EXPENSE REIMBURSEMENT FOR APPROVED SPONSORSHIPS: Following the approved Social Event the VAC Member, on behalf of the Region hosting the Regional Rally, must submit all receipts and related expense back-up, together with such other documentation as may be required by the VAC Treasurer on the attached expense reimbursement form to the Treasurer, to enable the Treasurer to verify the nature and amount of each expense for which reimbursement is sought (collectively, the "Approved Expenses").

USE OF VAC-BRANDED MATERIALS: Only those WBCCI-approved VAC logos and other VAC-branded materials as are provided, or pre-approved in writing, by the VAC to the Regional host may be used to promote the VAC at the Social Event. Any use of the VAC logo in online or printed advertising of the Social Event must be pre-approved in writing by the Second VP of the VAC.

OBTAINING APPROVAL FOR A VAC SPONSORSHIP AT A SOCIAL EVENT: Only those written requests for VAC sponsorship, as are timely submitted to the VAC and which have been approved by the Board will receive VAC sponsorship funds. All decisions regarding concerning a request for a VAC sponsorship shall be made in the sole discretion of the VAC Board and its decision will be final.



## REQUEST FOR VAC SPONSORSHIP FUNDING

*\*\*Requests for VAC Sponsorship funding must be submitted to the VAC Board C/O the Second Vice President of the VAC at [2vp@vintageairstreamclub.com](mailto:2vp@vintageairstreamclub.com) as soon as practicable but in no event later than 90 days prior to the date of the Social Event.*

SUBMITTED BY: \_\_\_\_\_ BRN: \_\_\_\_\_

NAME OF EVENT: \_\_\_\_\_

REGIONAL HOST: \_\_\_\_\_

LOCATION: \_\_\_\_\_ DATE: \_\_\_\_\_

A DESCRIPTION OF THE ACTIVITY/EVENT FOR WHICH VAC SPONSORSHIP IS BEING SOUGHT:

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PERSONS INVITED TO PARTICIPATE IN EVENT: \_\_\_\_\_

EST. NUMBER OF ATTENDEES AT EVENT: \_\_\_\_\_

COST OF VAC-SPONSORED EVENT: \_\_\_\_\_

VENDOR PROVIDING ITEMS FOR WHICH REIMBURSEMENT IS SOUGHT:

Name: \_\_\_\_\_

Telephone: \_\_\_\_ - \_\_\_\_ - \_\_\_\_      Email: \_\_\_\_\_

DESCRIBE EACH OF THE WAYS IN WHICH THE EVENT WILL BE ADVERTISED:

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DESCRIBE EACH OF THE WAYS IN WHICH THE VAC'S SPONSORSHIP WILL BE ADVERTISED AND PUBLICLY ACKNOWLEDGED:

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DOES THE VENDOR PROVIDING THE SERVICES HAVE THE REQUISITE LICENSES? \_\_\_\_\_

IF REQUIRED, PLEASE PROVIDE A COPY OF THE LICENSES TO THE 2ND VP.

PROVIDE ANY ADDITIONAL DETAILS, WHICH WOULD BE RELEVANT TO THE BOARD'S CONSIDERATION OF THIS REQUEST FOR FUNDS FOR THE FORGOING SOCIAL EVENT:

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*Once the VAC Board has approved the forgoing request for sponsorship funding for the Sponsor Event, as may be amended by the VAC Board, the Second Vice President of the Board will sign a copy of this request form signifying that the Board has approved the requested funding for the Sponsor Event. Advancement or reimbursement, as applicable, for any Approved Expenses shall be made to the Regional host within seven days following receipt of a counter-signed copy of this request has been emailed to the Second Vice President at [2vp@vintageairstream.com](mailto:2vp@vintageairstream.com) with a copy to the Treasurer: [treasurer@vintageairstreamclub.com](mailto:treasurer@vintageairstreamclub.com).*

*By signing in the space below, the Region agrees to provide the advertising and other sponsorship opportunities to the VAC as detailed above, that the Guidelines for VAC Sponsorship of Social Events at a Regional Rally are part of this agreement, and the Region represents that it has secured liability coverage through the WBCCI for the Social Event, which names the VAC as an additional insured, and has provided a copy of such binder to the Second President of the VAC.*

VINTAGE AIRSTREAM CLUB

REGION \_\_\_ HOST

By: \_\_\_\_\_

By: \_\_\_\_\_

Its: Second Vice President

Its: \_\_\_\_\_

