



Capital Corvette Club – Sponsorship Guidelines



Becoming a Sponsor of the Capital Corvette Club:

Thank you for your interest in becoming a sponsor of the Capital Corvette Club. Our sponsorship year coincides with the calendar year. Sponsorship amount is adjusted if you come on board during the year to reflect the shorter period of sponsorship. Sponsors get business exposure to many avid club members through the inclusion of your logo at club events and to thousands of web users that visit our site each year. All web site ads include links to your business web site.

Benefits of Being a CCC Sponsor:

- Members of CCC make it a priority to support all our sponsors whether they are an automotive, restaurant, hospitality, or other local business.
- All CCC sponsors get visibility on our club website sponsor page (12k+ hits on sponsor page since website was revamped)
- Club sponsors are invited to offer discounts or benefits to members and can offer those discounts and links to your business on our website.
- CCC is a yearly supporter of Toy Mountain.

Corvette Owner Demographics:

- Approximately 40% of Corvette owners pay cash for their vehicle (DataMasters 2020)
- The average Corvette owner is 59 years of age. (Experian 2020)
- Corvette owners tend to have the highest credit scores, which indicate that they have more disposable income. (Experian-2019)
- Corvette owners like to customize their vehicles. If your company manufactures or sells aftermarket parts for Corvettes, then this is a great way for you to reach your customers. Service shops, mechanical, and autobody shops who specialize in services geared towards Corvettes benefit from being a sponsor.

GM Authority US Demographics:

- U.S. Corvette sales in 2020 totaled 21,626 units – 20 percent higher than those in 2019, despite two months of production downtime and associated reductions in sales volume due to the COVID-19 pandemic. Without that impediment, sales would have been even higher.
- The Corvette C8 is attracting customers who are new not just to the nameplate, but to the entire brand. According to Hill, two-thirds of C8 buyers had [never bought a Chevrolet](#) in the past, and its [most cross-shopped vehicle is a Porsche 911](#).
- Sales are [dominating the segment](#), and [most C8 buyers are new to the Chevrolet brand](#). But another key datapoint is that the sports car is selling to an entirely different audience. [C8 Corvette](#) sales to Generation X buyers have doubled compared to the C7 according to Chevrolet chief Steve Hill, who shared the insight during a recent conference call attention by *GM Authority*.
- Generation X refers to the demographic cohort sandwiched between the baby boomers and millennials. 1965 and 1980 are the birth years that are typically used as bookends for Gen X, placing its roughly 65 million American members somewhere between 41 and 56 years of age. This is in stark contrast to a 2019 report that pegged the average Corvette customer at 61 years old, a number that had been steadily creeping upwards throughout the decade.
- We've all heard the theory: [Chevrolet](#) saw a limited future with its core Corvette buyers and decided that a change needed to be made if it were going to ensure the future of the Crossed Flags. As Gen Xers reach their prime earning years, the fact that twice as many of them are setting aside their hard-earned dollars for the C8 Corvette suggests that the future of America's sports car is secure and Chevrolet's gamble on the C8 is already paying off.

Sponsorship Levels

Bronze - \$250

Sponsorship will include having your business information added to the Sponsors Page on the club website and the large vehicle dash plaques that are displayed at club public events.

Silver - \$500

Sponsorship will include all the above as well as being added to the Club membership card and to club newsletters.

Gold - \$2000 and above

Sponsorship will include all the above as well as being added to any Club clothing.

If you would like further information on becoming a sponsor of the Capital Corvette Club, please click contact us via email at info@capitalcorvetteclub.ca. We would love to include your business as a sponsor and work with you to find additional ways to form a partnership that is beneficial to both of us.



Club Events



Club Events



**Brewery Tour Sponsor
Club Members Spend \$\$\$**



Club Membership Supports Local Sponsors

CAPITAL CORVETTE CLUB
[Home](#) | [Sponsors](#) | [Members](#) | [Calendar](#) | [Phone](#) | [Our Garage](#) | [About Us](#)

Members Area Sign In
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Recently Added Content
 The Myer's Foundation
 Capital City 2012 Details
 Homecoming
 Homecoming 2012 Schedule
 Myer's Foundation 2012-2013
 Capital Corvette Club, The
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 Myer's Foundation 2012-2013
 Myer's Foundation 2012-2013

Social Media
 facebook
 Keep it local and interact with other Corvettes in the area! #Myer'sFoundation
 twitter
 Twitter Account: @CapitalCorvetteClub

Sponsors
 Home - Sponsors
Sponsors - we thank you !!
 The following are sponsors of the Capital Corvette Club. We invite members and Corvette enthusiasts alike to give them a try. They appreciate your business.
 If you are interested in becoming a sponsor please contact us by clicking "HOME" from our website and will provide our contact information. Members and visitors - please tell our sponsors that you care about them here.
 Click on the links below the logos to connect to our sponsor's websites.

MYERS AUTOMOTIVE GROUP
 Myer's (Myer's)
 Myer's commitment to offering you quality products through first-rate customer service begins with their commitment, informative and easy-to-use from website.
Discount for club members: 20% off Parts and 10% off "Non Menu Priced Labour"
 Click on the Myers logo and look through the websites for dealerships in Ottawa and Brockville.

GOLDWING AUTOCARE
 Goldwing Autocare in Ottawa is where you'll find the best of the best. They carry all major brands of high performance, imported, street, all season tires, winter tires, SUV and car tires, truck winter tires, and 4-rod installation. They also offer professional dry-cleaning, XPC-1 paint protection and window tint installation.
 Club Member Savings
[Goldwing Auto Care Website](#)

Luxe Auto Lounge
 Club Member Benefits
 • 25% off all cleaning/detailing services (does not apply to any of our Opti-Coat ceramic paint cleaning packages)
 • 10% off all cleaning and detailing products
 • 10% off the installation and balancing, and mechanical service labour (may be limited with some of the higher specifications due to restrictions with our equipment - i.e. very wide tires on some of our Corvettes)
 • Check on tires, road - type arrangement (depending on the type)
 • 2% off performance parts (i.e. cold air intake, HPI's, etc.)
 • \$15 off Fluid Check, seal protection treatments.
 Discount of services applies to Corvettes and other cars owned by members.
[Luxe Auto Lounge Website](#)

Hilton Garden Inn
 Hilton Garden Inn - Ottawa Airport
 The Hilton Garden Inn - Ottawa Airport is located at 2400 Avel Road in Ottawa right beside the performance, imported, street, all season tires, winter tires, SUV and car tires, truck winter tires, and 4-rod installation.

Sponsors
 Capital Corvette Club

Quick Links
[Contact Us](#)
[Member Login](#)
[Member's Home](#)
[Member's Home](#)

Club Calendar This Month
 Club Calendar

Upcoming Events
 No events

Club Website Supports Local Sponsors