



## **Capital Corvette Club – Sponsorship Information**



### **Becoming a Sponsor of the Capital Corvette Club:**

Thank you for your interest in becoming a sponsor of the Capital Corvette Club. The Capital Corvette Club is in Ottawa, Ontario and is comprised of Corvette enthusiasts of all ages who own a variety of Corvette models, and who come together in a fun atmosphere promoting the Corvette hobby. Our annual membership is between 60 and 80 members. The Club hosts a variety of events for the membership, including road tours, BBQs, picnics, weekend getaways, tours of various merchants in Ottawa and the surrounding communities.

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. The sponsor web site ads include links to their business web site. Our sponsorship year coincides with the calendar year. With your financial and incentive based (i.e., Product and/or Service Discounts) sponsorship the Capital Corvette Club commits to referring its members to your business.

### **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 sponsors get visibility on our club website sponsor page.
- 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, local Food Banks, CHEO, as well as other local charities.

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 connect with this customer group. Service shops, mechanical, and autobody shops who specialize in Corvettes benefit from being a sponsor.

### **Sponsorship Levels**

Our objective is a relationship between our Sponsors and our Members that is mutually beneficial. Members benefit from the Sponsor contributions toward the operating costs of the Club and Sponsors benefit from the patronage of our members to their business. To foster this mutually beneficial relationship, we have developed a Sponsorship structure that includes both a financial contribution to the Club and a percentage discount for products and/or services. Our Sponsorship levels are described below:

#### ***Bronze - \$250 to \$499***

Sponsorship will include having your business information added to the Sponsors Page on the club website. We will also promote your business in our monthly communications to the Members.

### **Silver - \$500 to \$1999**

Sponsorship will include all the above as well as providing space on our vehicle dash plaques for your corporate logo (decals at Sponsor expense) as well as adding your corporate logo to the Club membership card.

### **Gold - \$2000 and above**

Sponsorship will include all the above, plus being added to any additional club signage that is displayed whenever the Capital Corvette Club conducts and/or participates in community events, as well as a free one-year membership if you are a corvette owner.

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](mailto: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 all.

### **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 have 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.