



January 21, 2008

Greetings Fellow Saab Enthusiast,

The Saab Club of America (SCNA) is please to announce that the Saab Owners' Convention for 2008 will be held in Devens, Massachusetts from August 21-24.

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 number over 1000 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 thirty years of the Saab Turbo in America, and will be going back to Saab's roots in the United States. The first Saabs came ashore in 1956 through the port in Hingham, MA, so fittingly, our event will be held in Massachusetts.

To make this event a success, we will need your help. Thanks to the support of Saab-GM we have a commitment to have the Saab Heritage Collection at SOC08. 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.

For Level Four sponsorship there are other benefits. Should your company or organization 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. This will be in addition to the other Level Four benefits.

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 made in Trollhattan. This is a way for your organization to get in touch with a cross-section of the Saab driving public that you may not ordinarily 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 turn out 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. Please contact us so that we may provide more details on the event and how you can help. Call the event coordinator, Linnea Krajewski, at 800 221 1605, extension 15735 or via email at yeehah900@verizon.net for more information and to establish your sponsorship. Thank you for your support.

Linnea Krajewski
Secretary, SCNA
2008 SCNA Event Coordinator

Ian Glenday
Ian Glenday
President, SCNA

<http://www.saabconvention.org/default.html>

<http://www.saabclub.com/>

26th 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	N/A	One free	One free	Two free	Four free
Meal Passes	N/A	N/A	One free	Two free	Four 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	Sponsor are requested to donate one or more items showcasing your goods and/or services.				

If you are unable to be a sponsor please consider supporting SCNA and SOC08 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 Action – 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 things Saab 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 Eventbrite website.