



Greetings Saab Family!

SCNA is excited to celebrate the 75th Anniversary of the launch of the brand. This year, we have teamed up with the Saab Heritage Car Museum USA where we will host the 39th annual Saab Owners Convention (SOC) at the museum in Sturgis, SD.

This year's convention will take place the third week of July, 2022, with special events being held throughout the week and our main program running from Thursday, July 21 through Sunday the 24th.

Now more than ever, we see the importance of coming together as a community to support the future of Saab in North America by celebrating the amazing collection of vehicles and by experiencing the heritage of Saab in person at the amazing museum.

2022 Highlights:

- Established in 2015, the Saab Heritage Museum houses the most expansive collection of Saab vehicles in North America, representing all of the production models as well as custom built race cars and unique memorabilia chronicling the diverse and colorful history of this niche company.
- The Black Hills of South Dakota offer some of the most scenic attractions and miles of amazing roads to enjoy. In addition to hosting SOC on the grounds of the museum, we will enjoy Friday and Saturday dinner at the picturesque Deadwood Lodge just a short drive away. In addition to our traditional events, we will organize some excursions to national treasures such as Devil's Tower and Mt. Rushmore.

Key Sponsor Benefits:

- Sponsorship dollars allow you to attend the convention, support the spirit of Saab, and allow us to provide unique sponsor perks, advertising, and giveaways to existing and future customers. This year, we are creating a special, full size 75th anniversary program that members will want to keep as a souvenir.
- SCNA will help promote your organization to our audience of loyal Saab drivers through our club website (saabclub.com), social media channels and direct word-of-mouth support.
- Advertise your business with visible logo placement, sponsorship banners, naming rights and opportunities to address event participants. Sponsorships include a year's worth of advertising (four print editions) in *9s Magazine* for further exposure of your business to a captive audience of Saab owners.
- Some OSCs may be able to apply co-op marketing funds from Orio to help defray the cost of the sponsorship. Contact Cathy at Orio Cathy.Rauenzahn@orio.com for full details.

SOC Sponsorship Information

BENEFIT LEVELS ¹	Level 1 \$300	Level 2 \$600	Level 3 \$1000	Level 4 \$2500	Title Sponsor \$5000
Program Listing	Yes	Yes	Yes	Yes	Yes
Advertisement in official event program and four issues of <i>9s Magazine</i> ²	<i>Thank You Mention</i>	1/8 Page	1/4 Page	1/2 Page	Full Page
T-Shirt and Banner Logo	Yes	Yes	Yes	Yes	Yes
Event Passes	1 Free	2 Free	3 Free	5 Free	10 Free
Passes to show a car	1 Free	1 Free	1 Free	1 Free	1 Free
Dinner Vouchers	1 Free	2 Free	3 Free	6 Free	12 Free
Event Banners	General	General	1	1	2
Vendor Space	N/A	N/A	Yes	Yes	First Pick
Unique Custom Banner	N/A	N/A	N/A	Yes	Yes

Flexible Payment Terms:

We know that some levels of sponsorship require a large out-of-pocket expense and are pleased to offer flexible payment terms based on individual requests. Please contact one of the officers listed below for more information about how to leverage your sponsorship dollars to maximize the benefit to your organization. If you have any ideas of how we may further enhance SOC '22, please reach out.

Thank you for your support and see you in Sturgis!



Sanford Bogage, President
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Daniel Cahill, VP
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¹All sponsorship contributions are considered non-refundable and SCNA will work diligently to ensure all sponsorship and support agreements are fulfilled as presented. Please note that some items can be subject to modification, cancelation, re-scheduling, subject to impacts of the current pandemic declaration, man-made/natural disasters and substituted/canceled as needed.

²Advertising space is provided at no additional costs for a total of four future issues of *9s Magazine* with size and placement at the sole discretion of the publisher. Advertisers are ultimately responsible for providing artwork. Whenever possible ad size and placement will mirror that of the sponsorship level noted above. Renewals of the advertisement terms will be offered at the rate in effect at the time of expiration and will be on a first-come, first-served basis.