

# 928 Owners Club Event Support

October 19, 2013

*The mission of the 928 Owners Club is to support owners in their use and maintenance of the Porsche 928 and to foster camaraderie among owners throughout the world.*

As part of fulfilling its mission, the 928 Owners Club (henceforth referred to as 928 OC, OC, or Club) is pleased and excited to provide support to members and prospective members for organized meetings and events as a way of increasing their enjoyment and camaraderie in appreciating, owning, driving, and maintaining the finest Grand Touring Car of the 20th century.

To that end, the Club has established a long-standing tradition of support to gatherings of Porsche 928 owners. This support is normally provided in the form of Club-branded enduring mementos or funds to purchase such mementos. Typical enduring mementos include shirts, hats, coffee mugs, etc. In addition to the 928 OC logo, custom mementos normally include graphics to identify the specific event. The 928 OC is happy to support events of all sizes, from small, local gatherings to large, regional events and Owners Club International Convention (OCIC) events.

The purpose of this document is to provide written policies (requirements) for Club support of these events. Additionally, this document provides information as well as non-binding guidelines for management of events.

## Policies

### Club Logo and Name Policy

The use of the Club logo and the terms “928 Owners Club”, “OC” and “Owners Club International Convention” in the context of the Porsche 928 are reserved for the use by the 928 Owners Club and may not be used in association with a product or event except by permission of the Club.

### Event Support Policy

1. Any member(s) wishing to use the Club logo or reserved name(s) and/or receive support for an organized event shall contact the 928 OC Secretary to obtain an “Event Support Request” form and submit it for consideration for Board approval.
2. In reviewing the information provided in the Event Support Request, the Board may request additional information and may make suggestions or request changes to the Request while considering the submission. The conditions of the approved Request shall constitute an agreement between the OC and the event organizer(s).

3. Financial Support for events will generally be for an approved amount towards OC branded mementos. The Club may, from time to time, consider and approve funding for general use or for other assigned use.
4. Organizer(s) shall be responsible for all financial aspects of the events. The responsibility of the Club, upon receipt and approval by the Board of the “Event Support Request” will be limited to:
  - a. Authorization for the organizer(s) to use the Club’s reserved name(s) for the single event requested, with their use limited to promotion of the event and/or graphics on event materials and mementos.
  - b. Financial support to the organizer(s) for the purpose of providing enduring mementos for the event as approved by the OC Board.
  - c. Financial support to the organizer(s) for general or other assigned use in the production of the event as approved by the OC Board.
5. Organizer(s) shall endeavor to promote the mission of the 928 OC by providing an event environment that fosters camaraderie and encourages attendance by members, prospective members, guests and family.
6. In case of applications for competing events for any time frame or geographical region, the Board’s decision for support will be final. Note that while the “Guidelines for Supported Events” below are optional, they are recommended, and their incorporation may influence the Board in their decision.
7. The event organizer(s) shall post a thread to the “Event Discussion” forum on the 928 OC website to announce the event, including such details as time, place, theme, and how to register to attend.
8. All enduring mementos funded or provided by the Club and given to attendees shall display the official 928 OC logo.
9. Final approval of custom mementos funded by the Club but purchased by the organizer(s) shall be obtained from the Club Design Chair - currently Teri Knebel (teri@goimi.com). The organizer(s) must obtain this approval prior to placing the fabrication order. Within one week following the event, one sample of the item shall be sent by the organizer(s) to the Club Design Chair for the Club’s Archives. The cost for this item and the associated shipping cost are covered by the support funds allocated by the Board for the event.
10. The event organizer(s) shall obtain one of the official 928 OC banners in advance of their event and prominently display the banner at the event. The shipping cost to return the banner to the 928 OC or send it on to the next event shall be covered by the support funds allocated by the Board for the event.

11. Within one week following the conclusion of the event, the organizer shall post a summary of the event to the “Event Discussion” forum on the 928 OC website. The summary shall include the number of attendees (by member, non-member, and guests) along with event photos. One of the official 928 OC banners shall be prominently displayed at the event and included in at least one of the photos.
12. Organizer(s) are responsible for remitting any membership dues collected as part of the event to the OC Treasurer within one month after event completion.
13. Organizer(s) receiving event support amounts of \$500 or more shall provide copies of receipts for event expenses that were funded in whole or in part by the OC. This documentation shall be submitted to the 928 OC Treasurer within two weeks following the event.

### **Event Support Request**

In order for an event to be considered for approval, the event organizer(s) must submit an “Event Support Request” containing the following information and any other additional information they would like the Board to consider as part of the request:

- Organizer names, phone numbers and email addresses
- Event date(s)
- Location
- Number of cars and total attendees expected
- If this is a repeat event, provide attendance figures from last year’s event
- Plans for technical, social, and/or driving activities
- Enduring memento to be provided to attendees (hat, shirt, etc.)
- Contribution dollars requested for mementos and check payable to/address
- Contribution dollars requested for general or assigned support

## Guidelines and Information for Supported Events

### Guidelines for All Supported Events

#### Club Support Guidelines by Event Size:

Classification:	Days	Attendees	Club Contribution	Announcement
Local:	1	10-20	\$150-250	1-3 months
Small Regional:	1	15-50	\$250-400	2-4 months
Large Regional:	1-2	50-100+	\$400-900	5-9 months
International (OCIC):	1 weekend	60-150+	\$1000-2000	12-15 months

Attendees of such meets/events have been enthusiastic in their support for them, and OC support is dependent on that enthusiasm continuing. The announcement recommendation is not hard and fast, but in past years when such events have been held and OC contributions made, organizers have found these lead times increase attendance and produce a well-planned/memorable event.

#### Attendance

In order to encourage participation in activities related to the 928, the Club recommends that all Local and Regional events be open to both members and non-members. Membership forms should be included in the registration packet for all non-members attending, and the organizer(s) should promote membership in 928 OC as part of the event. Members of the Club who do not live in that geographical area should be welcome to attend and participate.

#### Vendors

Vendor participation at 928 OC events has been a popular feature and is encouraged. It is a great way for small business owners to meet their current and potential customers and vice-versa. Occasionally vendors are able to promote their products via low key demonstrations. Vendors often supply door prizes for attendees and may even be partial sponsors by contributing to the event costs. Organizers may choose to levy or not to levy a charge to vendors. A table rental fee, for example, could be used as a way to help cover event costs. The fee policy should be equitable toward all vendors having commercial activity at the event. Vendors not carrying out any commercial activity at the event may attend without paying the vendor fee – if one is charged.

#### Insurance

The 928 OC does not assume liability for supported events or provide event liability insurance. Therefore, it is up to the event organizer(s) to assess the need for insurance coverage and then take the necessary steps to obtain it. If the event is held under the guidance of a local PCA region, the region may be able to provide liability insurance at no cost.

## **Special Guidelines for the *Owners Club International Convention***

### General

The Club event encompassing the largest geographic region – the 928 Owners Club International Convention (OCIC) - should be a special and unique event at least 2 days in length. An interesting venue is highly recommended, and it preferably should be held over a weekend. Convenience of travel (driving/flying) should be taken into account when selecting the venue in order to maximize attendance. Activities in which auxiliary attendees might be interested are an additive feature.

The Club encourages consideration for sponsoring events outside the USA in order to further enhance the mission of the Club. It is recommended that OCIC events not be held in the same geographic region more often than every 3 years. OCIC events should not be held more frequently than once per year, and hopefully no less than every three years.

### Membership Fees

Although not a firm requirement, OCIC organizers are encouraged to promote Club membership by including the cost of a one year OC membership in the fee structure for the event. In the past, this has proven to be a good method to increase and maintain the Club's membership levels. Bank card or PayPal fees can be added to the amount collected, as appropriate. Following the event, the organizer(s) shall send the net membership fees collected to the Club's Treasurer along with a list of names, postal addresses and email addresses of the attendees to be forwarded to the OC Membership Chair for entry into the Club's membership database.

Here are two options for collecting the membership fee:

Option 1: Include a one year membership fee in the registration cost for both member and non-member OCIC attendees. Club members current at the time of registration will receive one additional year added to their membership.

Option 2: Include a one year membership fee in the registration cost for all non-member OCIC attendees only. Non-members at the time of registration shall receive a membership application, and may obtain a one year membership for no additional charge by completing and submitting that form.

### Post Event Reporting

An overview summary of lessons learned from the OCIC, and suggestions of activities that should be continued and those that should be considered for omission at future OCIC events should be submitted to the 928 OC Secretary within 2 months of event conclusion for distribution to the Board. This summary will be available to future event organizers for guidance in ways to upgrade the quality of 928 Owners Club activities.

## ***Other Guidelines***

### ***OC Board Attendance***

The 928 OC Board hopes to have a board member in attendance at OC supported events whenever possible. However, since these are voluntary positions and Club funds are not available for travel, attendance may not always be possible

### ***Banners***

The OC President or Secretary can identify sources of official OC banners.

### ***Getting Started***

Anyone considering organizing an event for the first time might benefit by receiving advice from those with experience in that type of event. For help in getting started with planning your event, please contact the OC Board and they will put you in touch with the appropriate person. Board member email addresses can be found at [www.928oc.org](http://www.928oc.org) under "Contact Information."