

Jack E. Cohen
Chairman of the Board of Directors
The Lincoln Mark VII Club, Inc.
The Regency Suite G-26
2049 Brown Avenue
Bensalem, PA 19020-3722

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Attention: Marketing and Promotions Director / Department

Regarding: **The Lincoln Mark VII Club Sponsorship Fiscal 2008**

Please allow me a moment to introduce myself. My name is Jack E. Cohen and I am the Chairman of the Board of Directors of the Lincoln Mark VII Club, Inc., an **exclusive, model specific registered non-profit car club** (in the Commonwealth of Pennsylvania) dedicated to the preservation, appearance, and performance of the Lincoln Mark VII.

As of this writing, we are well on our way to having a paid membership of over 150 Lincoln Mark VII enthusiasts from border to border and coast to coast here in the United States and Canada and also including our European members in the United Kingdom, Germany, Finland, Denmark and the Netherlands.

I realize you get inundated with hundreds of letters like this but I feel your company can benefit from allowing us to showcase your name/products at our Car Shows, weekly Cruise Nights, and at Carlisle, PA. Our **Third Annual National Meet and Car Show will be taking place, again, at the All FORD Nationals in Carlisle, PA on June 6, 7, and 8, 2008**. Last past June, we had over 600 visitors come by our tent. We would appreciate your support in any way you could that would best benefit your advertising and promotional needs as well as ours. Anything from pens, pencils, key chains, product samples or decals to sponsoring our show trophies for our car shows. We would have your company name / logo printed on our flyers, car registration window cards and placed on our website. I'm enclosing our Sponsorship Application for your perusal.

I'd like to add that for the second year in a row, five of our members, including myself, swept the Lincoln Mark VII Stock Class as well as a First Place and Second Place in the Lincoln Mark VII Modified Class at this year's All Ford Nationals. We fully sponsored or participated again, in almost 60 events which included Breakfast Meets and Greets and Car Shows; we were either co-sponsors or participants in other club's events such as The Northeast Muscle Car Club in Philadelphia, Fund Raising Car Shows, and the Lincoln and Continental Owner's Club.

I thank you for your time and kind consideration. I'm looking forward to hearing from you.

Best regards,

Jack E. Cohen

Board of Directors

Jack E. Cohen, Chairman of the Board of Directors
John Dancy, President
Rick Eckenrode, Vice-President
Joseph Mazzone, Treasurer
Mike Romano, Secretary
Nicholas Wong, Membership / Secretary

We are a family of Mark VII enthusiasts who take extreme pride in the appearance and performance of our Lincolns.

This letter will describe our sponsorship needs to keep The Lincoln Mark VII Club running and help us to organize and operate successful events every year. In general we hold weekly cruise nights, car shows and breakfast meets. We need door prizes for these events as well as donations or grants for trophies and dash plaques for our shows.

Please read all the information below and contact us if you need more information or you would like to donate something special.. You can contact us at jack.cohen@thelincolnmarkviiclub.org or chairman@thelincolnmarkviiclub.org .

Please check off the item you wish to donate. Make checks payable to "The Lincoln Mark VII Club, Inc" and mail to John Dancy, President, The Lincoln Mark VII Club, PO Box 42678, Philadelphia, Pa 19101-2678. Please mail ALL packages to: **The Lincoln Mark VII Club, Inc., C/O Jack E. Cohen, The Regency, Suite G-26, 2049 Brown Avenue, Bensalem, PA 19020-3722.**

Note: Please do not mail packages, other than letter envelopes, to the P.O. Box. Thank you.

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 Trophy Sponsor - Individual trophies can be sponsored at \$25.00 each or \$750.00 as a full trophy sponsor.

Dash Plaque Sponsor - The dash plaques can be sponsored at \$500.00. These are distributed to all car show entrants.

Car Show Event Sponsor - The Event Sponsor is the main sponsor of the event; trophies and dash plaques - \$1200.00

T-Shirt Sponsor - T-Shirt sponsors will have their company name/logo imprinted on the back of our club shirts - \$250.00

__ **Door Prize Donation** - Door prizes are always welcome for our car show and cruise nights. The value of door prizes should be a minimum of \$3.00 for cruise prizes and \$15.00 for car show prizes. If you donate a door prize, please attach a business card and/or catalog to the item. Remember, these items DO NOT need to be auto related. You will be listed on our web site sponsor page and on our Auto Related Links page as well as recognized at the event when your item is given out.

__ **Goodie Bag Stuffers** - At our car shows and Annual Meet, we give out a "Goodie Bag". This bag contains all the information for the show (Schedule for the day, list of sponsors, door prize tickets, trivia games, etc.) and small donated items. Here is a list of items that are common in Car Show Goodie Bags: coupons, discount cards, bag clips, pens, pencils, band-aid holders, jar openers, funnels, water bottles, hats, pins, buttons, patches, stickers, bottle openers, product samples, etc. Almost anything goes. If you would like to donate goodie bag items please send 250 + of each item.

These items need to be received no later than **March 31, 2008** for distribution to our national and international chapter coordinators.

Thank you for your time and kind consideration. We're looking forward to your participation and association with the Lincoln Mark VII Club, Inc. Please visit our website at:

<http://thelincolnmarkviiclub.org>

Jack E. Cohen

