

## Agenda for Meeting with National Office

Posted by Sterling Doc - 28 Feb 2011 10:51

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Tell me what issues you want me to discuss with the National Office.

I'll be meeting with Ryan & John Lindsey this weekend at Fontana.

I'll start with a few things on my list:

- \* Tires

- Cost vs. contingency, long term outlook, availability. This is not just a 944 Spec issue, but a NASA wide one, but I'll put in our perspective.

- \* Nationals

- Improving access/transportation issues
  - Contingencies
  - Support (trackside/technical, car rentals, 944 Spec Paddock)

- \* Expansion South & East

- Promotion
  - Balancing our needs with other competing classes (GTS-1, Cup?)

- \* Sponsorship Issues & Opportunities

- Ideas? This is a tough one with 25 year cars, and minimal aftermarket parts needs in our class.

Let me know what you guys think, or want addressed!

Remember, this is not a rules discussion - that's done for this year, and more our issue than theirs. I will inquire about their long term plans for data acquisition based rules compliance, but for informational purposes, and am not going to rehash the rules debate at this time.

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## Re: Agenda for Meeting with National Office

Posted by cbuzzetti - 04 Mar 2011 07:48

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NASA So-Cal usually hosts a BBQ for free on Sat nights.

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## Re: Agenda for Meeting with National Office

Posted by no 16 944 - 28 Mar 2011 09:53

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Eric,

On the sponsorship front, I would focus on the Porsche brand value that the series has over say a Spec Miata series. Potential sponsors outside of the car parts world may be attracted to this such as higher end retailers.

Examples that come to mind are:

Sunglass Hut, Polo Ralph Lauren, and Tommy Hilfiger

Also, a contingency program is more of a win win for them because if they hand out a \$100 gift card to the winner, the money all comes right back to their store. Unlike a tire contingency, there is a greater likelihood that the gift card holder is going to spend additional money in their store as well.

Other thoughts are following the lead of other series...and look at magazine publishers as title sponsors. Playboy is not very family friendly, but what about Automobile, Motortrend, Car and Driver, Cigar, GQ, Esquire...

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