



2010 Membership Programs and Incentives Summary (effective April 1, 2010)

Membership Types and Dues

Annual

Individual	\$65 SCCA dues plus Region dues
Family (primary member, spouse, children under age 21)	\$85 SCCA dues plus Region dues
First Gear (under age 25)	\$45 (includes both SCCA and Region dues)
New Club Racing Volunteer Not a SCCA member in the past 18 months First weekend is free Renewable for a second and third year by working four days	\$30 (includes both SCCA and Region dues)

Weekend Membership-Recommended Fee Structure (read details below)

All events except Road Rally	\$15
Road Rally	\$15 for one participant (driver or navigator is not an annual member) \$20 for two participants (both driver and navigator not annual members)

Discounts and Rebates

Membership Referral

New Members – the referred member
Individual - \$15 discount

Existing Member – the referring member
\$10 in "SCCA Gold", plus one entry into Grand Prize drawing for each member referred.
No limit, may use "SCCA Gold" for dues, merchandise or entry fees.

Club Racing Volunteer Incentive

Based upon number of Club Racing volunteer participation days

Two days	Free Annual Waiver Hard Card
Four days	\$15 membership discount
Six days	\$22 membership discount
Eight days	\$30 membership discount
Twelve or more	\$45 discount, recognition in <i>SportsCar</i> , & special ID card

Weekend Membership

With the issuance of a Weekend Membership the Weekend-Member receives a Weekend-Member number, this number serves as \$15 discount coupon that may be applied towards an annual membership.

Maximum of two coupons may be applied to any type of annual membership, up to the full price of the membership.

Discounts/coupons must be used within 60 days of issuance.

Military

Dues rebate of \$35 upon receiving proof of active duty status; reduces SCCA dues to \$30 plus Region dues. Regions may elect to reduce or waive dues by notifying Member Relations.



Solo and Rally Weekend Membership Program – 9/18/2007

- **Why?**

- Supports the SCCA mission to provide events and activities for members.
- Membership is the lifeblood of the organization for participants and leaders.
- Protection of SCCA and contestants with \$1,000,000 excess medical coverage.

- **What are the program components?**

- Replaces all previous Temporary and Trial Membership programs. Please dispose of unused Temporary and Trial Membership forms.
- Unlike earlier Temporary/Trial Membership programs, there is no upfront cost to Regions.
- Effective January 1, 2008 all competitors are required to be a SCCA Regular (includes Individual, Spouse, Family, First Gear, Lifetime and Military) or Weekend Member.
- At RallyCross and Solo events only drivers and passengers must be members. Other participants are encouraged but not required to be members.
- For RoadRally events only the driver and navigator must be members. Other passengers are encouraged but not required to be members.
- The face value for Weekend Membership is \$15. The face value may be applied toward annual membership for sixty days. The maximum amount that may be applied is \$30.
- The Weekend Membership will be issued to all non-members entering and may be a part of the non-member entry fee or assessed separately. Regions should be able to make this a revenue neutral program.

- **How will the program operate?**

- Regions are encouraged to set a minimum delta between member and non-member entry fees of \$15 (including the Weekend Membership).
- There is no upfront cost to the Region. A packet of Weekend Membership forms and instructions will be mailed when an event is sanctioned. Additional forms may be ordered at no cost by calling Members Services at 800-770-2055.
- SCCA receives \$5 for every Weekend Membership issued. The Region retains the remainder of the additional fees collected.
- Regions may choose to use a Weekend Membership form or a combined Weekend Membership and entry form. Both versions of the form will be provided to Regions at no cost.
- The forms are multi-part with the original sent to SCCA after the event with no payment. The Weekend Member receives the second part.
- To effectively promote SCCA to the Weekend Member it is important Weekend Membership information be provided to SCCA immediately after the event. The original copy of the forms may be returned in a return mail envelope, faxed, scanned and emailed, or entered online. Full detailed instructions and a return mail envelope will be included with each packet of forms.
- Regions may elect to be billed or have payments deducted from Region dues remittance.
- The money received by SCCA partially funds promoting SCCA to the weekend member.
 - Invitation letter

- Issue of SportsCar
 - Promotional brochure and a DVD
 - Region contact and schedule information
- A Weekend Membership report will be e-mailed to Regions weekly.
- Regions may continue event promotions showing Member and Non-member Fees, but indicating the Non-member fee includes an SCCA Weekend Membership (begins the mindset of belonging).
- For RoadRally teams where neither the driver nor navigator is a member the combined Weekend Membership for the team is \$20, the SCCA portion is \$5.
- **Benefits**
 - Region
 - Structured and sustainable recruitment program
 - Potential for future leaders and/or active members
 - Additional benefits for non-members.
 - SCCA
 - Partial funding for recruitment program
 - Membership gains strengthens the Club
 - Legal umbrella
 - Weekend Member
 - Membership discount (coupon)
 - Insurance coverage
 - Sense of belonging