

SEPTEMBER MEETING OF THE
MADISON AVENUE SPORTS CAR DRIVING & CHOWDER SOCIETY
Tues., Sept. 13, 2011 SARDI's, 234 W. 44th Street 12 Noon Sharp

GETTING ON THE STARTING GRID: THE RACE FOR 21st CENTURY SPONSORSHIPS

FEATURED SPEAKER: BILL VARTORELLA, a member of the auto-racing press/AARWBA, and a speaker at *Grand Prix Business's* motorsports-sponsors symposium in Europe. His articles range from the economics of F1 teams, to the first NASCAR night race at Darlington, to the ravages of taking pace notes for an amateur rally driver. He is co-author of *Funding Exploration*, the standard reference text for securing non-governmental funding for science and engineering.

This "workshop" will examine the status of racing sponsorships, the road ahead for attracting cutting-edge strategic partners in an unstable global economy, and tactics for win-win deals

FEATURED FLICK: From the MASCDACS film library, the cultural epic, *SAAB SUITE*, featuring Saab test drivers giving a concert. Plus free copies of *Sports Car Market*

BRUCE WENNERSTROM