

How To Create Your Own Car Club

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This E-book is a step-by-step tutorial on how to start you very own car club.

This e-book was created from experience.

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Ever dreamed of owning your own car club? Ever wondered what it would be like to be President of such a wonderful opportunity? In this e-book, I will guide you how to create, establish and possibly even profit off your Car Club.



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I am not a professional writer, nor do I pretend to be.

Steps

- 1) In order to create a club, you need people and more than just yourself. To get the people you need for a car club, participate in car shows. You don't need a nice, unique or fancy car. Just make sure your car or truck is clean inside out. Expect judging but do not be despaired. While you are participating in the car show, talk to the other people who registered. Getting tips is a great way to start a relationship. Inquire how they did something is another way. Most people are eager to give away tips.
- 2) Create a name for your car club. Be sure that it is unique and not used. Use the internet to research.
- 3) Once a relationship is established, ask them if they would like to be a member of a car club. Make sure you express that the car club is new and you are still in the process of recruiting people. Some people might want to know what the benefits include (see the tips page).
- 4) Now you have about 3 or 4 people to start your car club. This is where you start to advertise. Decals and websites should be created at this point. Some decal dealers will give or sell at a huge discount if you offer to advertise (having a decal of their company on your car) or mention their company name. Websites are huge advertisements. Get web hosting from an established site, such as Yahoo for example, or you can use Myspace.com© for free web advertisement.

5) By now, you have members, car club name, and advertisement. Now you can get sponsors. Sponsors are usually responsible for creating trophies or anything else you need to start hosting your own car show.

Go to places where you think a good car show can be held, you have to keep in mind that your car show can host anywhere from 15 – 100+ cars/trucks/motorcycles. Parking lots of big-named stores, churches, schools, even some fast food restaurants will host a car show. I've personally seen car shows being hosted at Home Depot and Burger King (with a big parking lot). *Be sure to double check with the county, township or borough if you need any permits or licenses before you begin.*

You have to ask permission of the site to be used; here is where you have to turn into a salesman. Request to speak to a store manager or district manager. Ask them if they would like to help you host a car show and if it is ok for you to use their parking lot. If they seem hesitant, let them know it will bring in more people to their store.

Once that is established, it could very well turn into an annual event for you and your car club.

6) You have a place established; now it's time to get the trophies. Automotive repair and body shops love to sponsor trophies. Again, you will have to turn into a salesman. Assure them that you will utilize their name often in your car show. You will need to let them know how many places you plan to give away. Be sure to have your categories set (see tips). 1 trophy for each category (some have 3 places for each

- category) and 1 best of show is usually standard for car shows.
- 7) You will need a microphone system or bullhorn to announce the winners.
 - 8) Create flyers and ads to advertise for you car show.
 - 9) Concessions are a great way to build profit. Sell hot dogs, hamburgers, canned soda, pre-sliced cakes and get your club members, family and friends to volunteer.
 - 10) Sell 50/50's and raffles for large prizes at your car show.
 - 11) The profits from your first couple of shows should go towards building your car club and making it better for your members.





Tips and Goals

- You must be assertive from step 1.
- When hosting a car show the usual entry/registration fees range \$10 - \$15 per car.
- Get a garage for you and your members to use at a discount or possibly for free (have the profits pay for it).
- Make sure you have music to entertain your guest.
- Car Show categories for example: New Generation, Stock, Street Rod, Pre-1984 Modified, 1985-current Modified, Motorcycles, and *Special Interest (usually for very unique cars or trucks)*.
- Once profits start rolling in, be sure to distribute some with your members.

- You can charge fees to be a member of your car club, but it is not recommended. You need members to help you.
- Be sure to have club meetings to discuss your agenda(s). Monthly meetings are recommended.
- Get ideas from your members to improve your car club.
- Have car club parties just for you and your members every so often.

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