

## **We Love Our Sponsors**

By Lorin Wamsley

During the course of nearly 20 years in recruiting, getting to know, and working with our sponsors; I have had the privilege of meeting some truly great people, with terrific skills and exceptional knowledge of their chosen professions. I've also had the opportunity to use quite a few of them over the years, either in my own line of work, home improvements, or my never-ending automotive projects.

As you may, or may not know, all the venues we currently use for our events charge us for the privilege of racing on their asphalt. These charges represent a huge increase in the cost of putting on our season events.

Our club membership fees and the amount we charge you for running at each event pretty much covers our regular operating costs. However, this income does not cover the purchase and updating of our equipment and technology, or the cost of the venues that we now incur. Guess what does cover those costs; yep, it is our sponsors.

Sure, the sponsors can write it off as an advertising expense, but how much is a tax write off worth if you don't have any revenue coming in. So, it can be said that sending business to our sponsors helps us. Duh!

So, to help them, especially in this bizarre season with so few actual events, we have added a sponsor testimonial button to our website homepage. At the top of the sponsor list on the right side you'll find a place to click on to add a positive testimonial for any of our sponsors you have personally used.

We're not looking for words of praise for a friend or family member, but rather an honest appraisal of your experience using their skills and expertise. If for some reason you were not satisfied with the results, this is not the forum to air your grievances. Since I personally recruit all our sponsors, I definitely want to know about any problems. But, in general, it's just not right to "bad mouth" a business owner who is willing to listen to your grievance and take steps to make it right. If you don't talk directly to them and attempt to work it out, then that's on you.

So, stepping down off that soap box, I encourage you to add a testimonial if you can for any of our sponsors, and more importantly, please always look to our sponsors for any work you may need done. Likewise, please refer your friends and family to them. The afore mentioned testimonials should give you the confidence to do that even if you have not used them yourself.

Just so you know, we strive to have only one sponsor per category. However, in this automotive concentrated club we may have an overlap, but only by exception through mutual agreement by all parties. If you know of a potential sponsor, please contact me directly at [EESCCSponsorCoordinator@eescc.org](mailto:EESCCSponsorCoordinator@eescc.org). You may also use that email for any other correspondence you wish to have with me.

It's a trying time right now for sure, but please know that we, here at EESCC, are doing our best to make things happen. Unfortunately, there can always be a disconnect between what you might see on facebook and what is real. So, always look to our EESCC home page for accurate information. We can't control who posts what on facebook.