



Join us for our 11th season



January 2, 2009

Dear Future Retail Member:

Thank you for considering MECA as a business partner, your car audio club and sanctioning body. Our program is titled **"Mad Scientists On Wheels"**, highlighting the extreme installs used by our members that excel in the SQL MUSIC and SPL BASS contests. Enthusiasts and fans like our events because they are FAIR and FUN, and because participation in the world's largest car audio club recognizes their efforts and achievements in our 3 leagues: SPL, SQL, and Boom & Zoom. We also offer MECA Kids, Ride The Light, and Show & Shine contests. We know how to work with you to enhance your business by providing world class promotions for your store that are exciting and profitable. We work together to build your business while we build our club. MECA is the only sound-off organization that is a MERA member, and strives to work with the best of the best in our industry, providing meaningful programs and services. The following outlines our program and member benefits for you to consider. When you do host your MECA events, please actively promote them locally, especially to your customers, to get the most out of them. MECA will definitely help you sell more stuff!!

Retail Store Membership Program

Join MECA for \$75/year. Become a MECA licensee, which means:

- Sell MECA Competitor Memberships for \$30, keep \$5 for each one you sell
- Sell MECA **Amateur** Competitor (1st Year) Memberships for \$20, keep \$5 for each one you sell
- Use MECA logos in your advertising
- Register your store's team as a recognized MECA Team
- Register your store's demo vehicle, or team vehicle, for competition and receive entry fee discounts
- Receive the informative 3 page **"Working the MECA Business Plan"** guide for ideas that help generate more business
- Receive a detailed listing for your business, by state, on our website with a link to your website
- Sell MECA merchandise, i.e. SPL test CD's, SQL test CD's, T-shirts, stickers, hats etc.
- Host MECA 2X & 3X points sanctioned events. All you pay for is the trophies/awards and local promotion
- Host MECA **"Event In A Box"** 1X points events; low cost, profitable, fun contest promotions
- Host and judge MECA 1X points events. Pay \$3/score sheet, keep the entry fees, buy the awards, and promote locally
- Offer events sanctioned for SPL State Championships and SQL Points State Championships
- Discounts on booth space at MECA Regional and State events
- Discounts and promotions on select testing equipment: AudioControl and TermLab
- Free use of MECA T-shirt designs with your store name name/logo or Team name/logo. You pay for the printing and the shirts.
- Free Official club event flyers made for you. Discounts on MECA Media Services (TV ads, Radio ads, Print ads)
- Preferred parking for your Team at MECA events, when possible

The most successful events are those that are built up over time, usually on a yearly or monthly timetable, and they tie in with another fun event like a car/truck show, festival, race, county fair, charity, or local activity. We're ready to work with you to present great competitions and sales events.

Steve Stern

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