National Show Guidelines

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Introduction

This document provides the guidelines for conducting an MCA National or Grand National Show. It is organized into three main sections. The first section describes the application process for MCA Regional Clubs that are interested in making a request to host a National Show. The second, and by far the largest, section describes in great detail how a National Show should be organized. The final section covers the wrap-up tasks that should be performed after the show is over.

It must be understood that Mustang Club of America is a family oriented organization and as such National Mustang Shows are family oriented events. Nothing that would distract from this concept will be tolerated at a National Show. This would include alcohol on the show field, scantily clad men or women, or any activity that could be offensive or frightening to any participant, spectator, vendor, or sponsor. All that is required is the use of good judgment in these instances.

Throughout the document many statements will be recommendations, but some will be strict requirements. Requirements will be identified by [MCA Requirement*: This statement is a requirement*]. Under special circumstances, certain requirements may be waived. Requests for waivers of specific requirements must be made in writing to the National Show Committee. Such requests must be made sufficiently far in advance to allow the National Show Committee time to evaluate the consequences of the proposed waiver. If granted, the National Show Committee will provide written acknowledgement to the Host Club. Violation of any requirement without a written waiver is grounds for immediate withdrawal of sanctioning as an MCA National event along with the consequences that result from that withdrawal. By agreeing to abide by these Guidelines, the Host Club accepts the responsibility of those consequences.

The Application Process

FIRST AND FOREMOST, IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE NATIONAL SHOW CHAIR FOR ASSISTANCE AND GUIDANCE.

Any MCA Regional Club located within the contiguous 48 states of the U.S. or Canada can submit an application to host an MCA National or Grand National show. MCA awards FOUR National Shows and ONE Grand National in years that do not contain a 5-year Mustang or MCA Anniversary event. In years that contain a Mustang Anniversary event, normally three Nationals and a Grand National will be awarded. On years that contain an MCA Anniversary event, normally four Nationals will be awarded and the MCA Anniversary event will replace the Grand National. This may be modified by a vote of the MCA Board of Directors. The stages that an application goes through are outlined in the following sections.

Preparing An Application

AN APPLICATION FOR A NATIONAL OR GRAND NATIONAL SHOW MUST BE SUBMITTED AT LEAST 24 MONTHS BEFORE THE REQUESTED SHOW DATE AND BE APPROVED AT LEAST 18 MONTHS BEFORE THAT DATE. This may be modified by a vote of the Board of Directors. Preparing an application is a multi-stage process in and of itself. There are four primary steps a club must go through to put together a winning application. Those steps are:

Gauging Club Interest

Hosting an MCA National is a significant undertaking with both risks and rewards. A handful of highly motivated individuals can certainly lead the charge during the planning stages, but an event of this magnitude requires the help of many volunteers as the show draws closer. This is particularly true during the show weekend. It is absolutely essential that the entire membership of the host club has an understanding of what will be asked of them in the coming months. Near unanimous support for requesting a National is critical. Without sufficient support, those individuals motivated to work on the show at the beginning may become too burned out to carry it off in the end. As a rule of thumb, 6 to 12 people organized into appropriate committees can handle most of the planning for a National event. In the final months and weeks before the show, more and more volunteers will be needed to implement the plans of the various committees. On the weekend of the event, anywhere from 30 to 50 volunteers will be necessary to manage a show with 400 to 500 cars. Obviously there must be enough individuals in the host club (or clubs) committed to the idea of a National show before an application should be pursued.

There also is a certain amount of financial risk associated with hosting an MCA National. It is quite rare for a National event to lose money, but it can happen if the show is not managed properly. Guidance from MCA goes a long way toward reducing this risk. Club members must keep in mind that seed money for planning, publicity, and other expenses usually comes from the treasury of the hosting club, since it is not available from MCA. This means that a club should have at least $2000 of available funds before embarking on an application for an MCA National.

Choosing a Show Site

Once everyone in the Regional Club is on board with the idea of hosting a National, the next big question is where to hold it. One characteristic of the ideal show site would be plenty of paved surfaces for show cars, vendors, and corporate sponsors. An MCA National application should plan for anywhere from 150 to 500 show cars, 50 to 100 vendors, and 4 to 8 corporate sponsors. Adjacent show car spaces should be at least 12 feet wide each. Vendor spaces are usually 10 feet wide and 20 feet deep. Corporate sponsor space requirements can vary greatly, but in past years, two to four corporate sponsors at each show have brought tractor-trailer rigs that take up 90 feet of width by 30 feet of depth each. Obviously, a solid paved surface with good drainage characteristics is the best choice, but gravel or grass can be considered where other qualities of the show site make it particularly desirable.

Another significant characteristic of the ideal show site would be close proximity to hotels and restaurants. Walking distance is, of course, the best situation, but a short drive to hotels can be manageable, particularly if shuttle buses are provided. There should be as many hotel rooms in the area of the show site as cars expected. For example, if a show of 350 cars is being planned, hotel space totaling 350 rooms also should be planned. If an adequate number of reasonably priced restaurants are not available within walking distance of the show site, some accommodation should be made to provide food vendors on the show grounds.

One final characteristic of an ideal show site is its closeness to other family-oriented activities. It is a goal of the National Show Committee to award shows that will be viewed as a destination for the entire family. Attractions such as shopping areas, theme parks, recreational facilities and historic monuments offer alternatives for the non-car-centric members of the family. They also create an opportunity for vacation planning with a Mustang show element. Amenities of this sort are not a requirement for a successful application; however, they can provide a competitive edge during evaluation by the National Show Committee.

When working on the show proposal with venue and host hotel management, it is advisable to request a written ‘Memorandum of Understanding’ concerning the terms of the proposal. This MOU should outline pricing and space details that will be included in the application to MCA. It should also offer a tentative hold on the proposed show dates. The MOU should contain no commitment on the part of the Host Club and should automatically expire, if the club is not awarded the show. The Host Club should NEVER sign a binding contract with a venue or hotel prior to being awarded a show.

Picking Dates

The list of possible dates usually is driven by the availability of the chosen show site. An MCA National Show application is required to list at least one (preferably two) alternate date(s) in addition to the preferred date for the event. If other applications already have been approved, care should be taken to pick dates that are at least three weeks (preferably four to six weeks) away from any other National Show. The National Show Committee also can offer guidance concerning dates of applications actively under consideration. A good selection of possible dates in the application greatly improves the odds of approval since it gives the National Show Committee greater flexibility to avoid conflicts. If the application is only to be evaluated for the Grand National, no alternate dates are needed since that show typically, although not exclusively, occurs on Labor Day weekend.

Preparing an Application Packet

After all the choices have been made and the supporting information gathered, the Host Club must put together the application packet that will sell its ideas to the National Show Committee. The most important element is the application form itself. A copy of the standard form can be found in Appendix A of this document. As much detail as possible should be provided when filling out the application. Any idea for the show that would make it appealing to MCA should be described in the application along with supporting information that proves that the idea can be successfully implemented. If at all possible, the application should include a map and/or pictures of the show site. The packet also should contain brochures for the host hotel and show site, if available. If any other local amenities or activities are to be featured in the application, brochures for those should be included, as well.

Submittal to MCA

The completed application packet should be sent to the MCA office. This packet should include 2 copies of the National Show Guideline APPENDIX B – Officer Acknowledgements, signed by the requesting Show Chairman and Regional Club President. The MCA office manager will forward the application to the National Show Committee. To expedite the process (in the case of a looming deadline), application packets may be sent directly to the members of the National Show Committee. Contact information for the Chairman of the National Show Committee can be found near the front of any issue of Mustang Times. The Chairman can provide mailing addresses for the remaining members of the committee. Submittal of the application in a Word file or PDF document by e-mail not only is acceptable, it is preferred.

Review by National Show Committee

The National Show Committee is responsible for reviewing all applications for National Shows. After all members of the Committee have received a copy of an application, it is discussed and evaluated on its merits. Those applications that the Committee feels are worthy of an award are recommended for approval to the full MCA Board of Directors.

All applications for National or Grand National Shows MUST be submitted at least 24 months before the requested show date. The National Show Committee will make recommendations for approval so as to have that approval communicated to the applying club no later than 18 months prior to the requested show date. These time frame may be modified by a vote of the Board of Directors. This timeframe provides a balance between: (1) making awards far enough in advance so that popular venues could be secured before all reasonable dates were booked and (2) providing MCA Regional Clubs adequate time to assemble a good application before all available show slots are filled.

A Regional Club that is interested in submitting an application is encouraged to make those intentions known to the National Show Committee as soon as possible and to submit an application as early as possible, even if some details are not completely worked out. One of the mandates of the National Show Committee is to work with Regional Clubs on their efforts to assemble a winning National Show application. The Committee can provide insight and guidance on any aspect of an application and is very willing to do so.

Many factors play into the recommendation decisions of the National Show Committee. This paragraph will list *some* of the most important criteria that are used. Any National Show for a designated show year must occur within that calendar year. National Shows must be scheduled at least three weeks apart, but four to six weeks between shows is ideal. National Shows also should be geographically separated, preferably by 250 miles or more, within a given show year. The Regional Club applying for the show should have sufficient size and experience to organize and execute it. Clubs should have at least 30 active members and should have conducted at least two 150+ car one-day shows. The number of MCA memberships in the host club is also a factor. Show sites must be large enough to accommodate a reasonable number of show cars, vendor spaces, and corporate sponsor spaces. Show sizes ranging from 200 to 600 cars are given the strongest consideration. Larger numbers of show cars are generally preferred for the sake of vendors and sponsors; however, a well-laid-out show application will be given priority over an overcrowded one. Corporate sponsor space for three to six tractor trailer displays (90' X 30') should be available. Close proximity to hotels and restaurants is an important factor. Spectators must be allowed to attend the show for free. And finally, one of the deciding factors between competing applications is often the number and type of family-oriented activities available to participants. This could be planned activities during the show and/or entertainment opportunities in the area or community surrounding the event. One of the goals of MCA is for each National Show to be a family vacation destination!

Financial Support

MCA will provide a funding stipend to a host club in the amount of $1500 for hosting a National Show and $2500 for hosting a Grand National Show. Failure to follow or comply with any requirement set forth in these guidelines without approval of the National Show Committee could result in forfeiture of this stipend.

Approval by MCA Board

Only the full MCA Board of Directors has the authority to approve an application for an MCA National Show. Once the National Show Committee has determined that an application meets all the desired criteria and would make for a fun and successful event, the application is recommended for approval at the next available MCA Board Meeting. This usually is accomplished during the committee report by describing the key elements of the application, opening the floor for questions, and then calling for a vote. Since a quorum of Board Members must be present for the vote to be binding, the decision may be delayed if the meeting is poorly attended.

Award Letter and Guidelines

After the MCA Board of Directors has approved an application for a National Show, it is the responsibility of the Chairman of the National Show Committee to send the Host Club a congratulatory letter acknowledging the award and detailing the steps needed to finalize the award process. The Host Club also should be sent copies of the National Show Guidelines for that show year.

Signatures of Host Club and MCA Officers

As a testament that each group understands their responsibilities in the execution of a National Show, officer signatures are required. The two copies of APPENDIX B of the National Show Guidelines signed by the Regional Club President and Show Committee Chairperson of the requesting Regional Club, and submitted with the application to MCA, will be signed by the MCA President and MCA National Show Chairperson. One copy will be returned to the host club within 30 days of the application being approved and the show awarded. The National Show Guidelines in affect at time APPENDIX B is signed will serve as a contract between the Host Club and MCA by spelling out what should be expected from each party.

Venue and Host Hotel Contracts

The final step in the show award process is to provide MCA with copies of written and signed contracts with the Venue and Host Hotel. It is understood that any contracts entered into by the host club in conjunction with the execution of their National Show, are between the Host club and the Venue/Hotel. Nothing in any of the contracts should imply that MCA is a party to any contract associated with the event. The show site and host hotel are the crown jewels of the event! After the award has been made, it is critical that written contracts securing these assets be signed AS SOON AS POSSIBLE. The National Show Committee has considerable experience with the content of these type contracts and is readily available to provide guidance regarding this process.

☐[MCA Requirement: *Within 90 days after receiving the award letter, the MCA office must receive copies of signed contracts securing the use of the show site and host hotel.*] If this requirement is not satisfied on time, the National Show Committee will have the option of recommending that the MCA Board of Directors withdraw the show award. The show site and host hotel are key elements in the decision process used by the National Show Committee to recommend approval of an event. It is for this reason that such a strong emphasis is placed on this requirement. This is also why it will be necessary to receive approval from the National Show Committee before changing the show site or host hotel (whether before or after contracts have been signed) in order to avoid loss of the National show award.

Structure of an MCA National Show

This section describes the key elements that define the structure of an MCA National Show. This includes not only the organizational units that relate to the show, but also the schedule for the show weekend.

Officers

The success of any plan is only as good as the key individuals responsible for carrying it out. This subsection describes the three most important roles occupied by members of the Host Club; namely Show Chairman, Show Treasurer, and Show Head Judge. These three positions have significant responsibilities during the planning and execution of an MCA National and, therefore, should be assigned to three separate individuals. It is also important to note that disagreements will arise during the planning and execution of a National Show. The three individuals chosen for these key positions must realize that working together as a team is paramount. They should all have equal weigh in decisions made and those that disagree must accept and abide by the decision of the majority. This is necessary because more than one National show has gone to the brink of being cancelled because the Show Chairman choose to disregard the advice and counsel of the team as a whole and took over all aspects of the event planning and execution. MCA will not become involved in settling disputes among show officers. This subsection also describes the roles of certain key MCA leaders as they relate to a National show.

Show Chairman

This is the most important officer of the event! The person chosen for this role must be highly motivated to make the show as successful as possible. He or she must have the respect of their entire club. That person also must have sufficient free time, particularly during the time of the event, to fulfill his or her duties.

The Chairman usually will be responsible for recruiting appropriate individuals to chair the required committees. The Chairman should set goals for each of the committees and track their progress during the planning phase of the event. The Chairman should delegate as much authority as possible to his/her committee chairmen, but when disputes arise within or between committees, the Chairman must be prepared to resolve them. It is the Show Chairman who is ultimately responsible for making sure that everyone is working toward the common goal of a successful show.

During the show weekend, it is the Show Chairman who has the ultimate authority in any decision affecting the event (except those decisions reserved by MCA as defined elsewhere in these Guidelines).

The Show Chairman also is responsible for guaranteeing that all requirements specified in these Guidelines are adhered to before, during, and after the show. The Show Chairman, along with the Show Treasurer, should be the primary individuals with signature authority on any contracts relating to the show.

Show Treasurer

The person chosen to be Show Treasurer must be above reproach and possess reasonably good financial skills. It is preferable for this person to have some professional banking or financial experience. This position requires a significant level of trust, since the budget for a National show could run into thousands of dollars. This person also must have available time from the very beginning as there are financial activities during every phase of the event.

The Show Treasurer will oversee all financial activities for the event. He or she should be involved with the creation of the original budget submitted with the Show Application. After the show is awarded, the Show Treasurer should revise the budget as necessary and track activities against it. The Treasurer should provide cash flow and budget reports to the Show Chairman and other Committee Chairmen on a regular basis. The Show Treasurer must work closely with any other committees that have financial activities such as Registration, Awards, Special Events, and Sponsor/Vendor committees. As mentioned above, the Show Treasurer, along with the Show Chairman, must be involved in the signing of any contracts that relate to the show.

Many of the responsibilities described above also could be considered part of the Finance Committee. As such, the Show Treasurer also should serve as Chairman of the Finance Committee.

Show Head Judge

The individual selected to serve as Show Head Judge (not to be confused with the MCA National Head Judges) should be familiar with the judging process at MCA National Shows. THIS PERSON WILL BE THE LIAISON BETWEEN THE HOST CLUB AND THE MCA JUDGING STAFF. This should be a Host Club member that possesses either Gold Card Judge or Certified Judge credentials but this is not absolutely essential. Since many of the duties of the Show Head Judge fall under the responsibility of the Judging and Classification Committee, the Show Head Judge should serve as Chairman of that committee.

MCA National Head Judge(s)

One of the most distinctive aspects of an MCA National event is the judging process by which the show cars are evaluated. The MCA assures show participants of the integrity of this important process by maintaining strict control of all judging activities. Through the efforts of the MCA National Head Judges, the MCA Judging Secretary, and all of their many assistants, MCA will *manage* all aspects of the judging process, including assignment of qualified judges to appropriate classes, distribution and tallying of judging sheets, and generation of a winners' roster.

The Host Club's Show Head Judge must work very closely with the MCA National Head Judges, both before and during the event, to assist them in the execution of their duties. The MCA National Head Judges (or their designee) must attend all MCA National Shows.

☐ [MCA Requirement: *The MCA National Head Judge(s) shall be the final authority on any matters involving the MCA Judging Process. This authority shall apply before, during, and after the event.*] Officials of the host club shall be the sole authority to grant or deny permission to move show vehicles during show hours after registration has ended, after consultation with the National Head Judge(s). This requirement exists for the safety and protection of participants, spectators, and their property and is a stipulation of the liability insurance coverage provided by MCA. **THIS RULE MUST BE ENFORCED DURING SHOW HOURS FOR THE ENTIRE WEEKEND.**

MCA President

The role of the MCA President at an MCA National Show is to serve as the chief ambassador for the Mustang Club of America. He or she must promote the success of the event while keeping the best interests of the MCA organization in mind. The MCA President (or his/her designee) is required to attend all MCA National Shows. The MCA President shall be the final authority on any non-judging matter that potentially could impact the financial well-being or public perception of MCA. This authority shall apply before, during, and after the event

MCA National Show Committee Chairperson

The role of the MCA National Show Committee Chairperson (or his/her designee) at an MCA National Show is to serve as an additional ambassador for the Mustang Club of America. The National Show Committee Chairman must promote the success of the event by assisting the host club(s) with all aspects of the show, particularly the resolution of any problems that may arise.

Committees

Host Clubs are not required to create all of the committees described in this section; however, all of the duties listed must be handled by some committee or individual. The committee organization shown below has been used successfully by many Host Clubs in recent years and should be considered an excellent model upon which to base the organizational structure of the event.

One of the most important things for the various committees to do is to communicate with each other. In the past, clubs have relied on monthly meetings, telephoning, and e-mailing. Another option is to establish a website

-based forum where committee members can post questions and updates. The website forum is not a public forum, but rather is restricted by invitation only to those individuals—primarily committee chairmen—who are working toward putting on a National show.

Finance Committee

The Finance Committee should consist of the Show Chairman, Show Treasurer, and Club Treasurer. If the club treasurer is the show treasurer, a third individual, preferably with banking or financial experience, should be appointed to the committee.

Controls and Auditing

A bank account should be opened for the show in order that a separate accountability of receipts and expenditures for the show is established. The combining of show funds with club funds should not be done under any circumstances until the show is complete and final accountability is made.

Financial Administration

A separate ledger showing receipts and expenditures on a weekly basis should be kept by the treasurer. The Show Treasurer should work closely with the Registration Committee so that funds received by registration are accurately recorded and separated by type (e.g., Vehicle Registration, Vendor Registration, Pony Corral, Accessories) Sponsorship money always should be accounted for separately under that heading. Appropriate receipts should be given to the sponsors for tax purposes.

Handling of Cash

Cash normally is received on the show site and special consideration must be made for its handling, accountability, and security. Cash received on-site should be kept in a lock-box that is kept out of reach of the general public. Large denomination bills should be segregated further and periodically counted. All cash should be counted on a regular basis. When cash has reached large proportions, it should be removed from the registration area to a secure area, and counted by the Show Treasurer and one other individual. Those funds should be bundled and put in a lockable bank bag. If the bank branch handling the show account is open and available, the funds should be deposited immediately. If not, the funds should be secured in the bank bag in a safe or other secure area until it can be deposited. The use of local law enforcement should be considered at or near the registration area and when transporting funds to the bank.

CASH SHOULD NOT BE USED FOR ANY EXPENDITURE. All expenditures should be made by check, or in the alternative, by credit card, for which a receipt may be submitted and reimbursed accordingly.

Post-Show Responsibilities

☐ [MCA Requirement: *Within 90 days after the completion of the event, the Host Club is required to send a copy of the final balance sheet to the MCA National Show Committee Chairman.*] This information will be used by the National Show Committee to assist future show applicants in their budget preparations.

Health, Safety, and Security Committee

This committee is responsible for keeping a vigil over the protection of life, limb, and property during the show weekend. It is strongly recommended that any members of the Host Club with a background in professional law enforcement or health care be recruited to serve as members of the Health, Safety, and Security Committee.

Spectator and Participant Safety

☐ [MCA Requirement: *The Host Club must have a First Aid and Emergency Response Plan in place for the show weekend.*] This committee should make sure that adequate quantities of First Aid supplies are on hand for the show weekend and that someone with the knowledge to use them is on-site during all show hours. The Emergency Response Plan should also include phone numbers for the closest available First Responders (i.e., fire, police, and rescue) as well as an efficient protocol for making those calls. It also is the responsibility of this committee to make sure that EVERYONE working the show that weekend is knowledgeable about the First Aid and Emergency Response Plan.

Show Insurance

MCA provides $5,000,000 in liability insurance coverage to all MCA-sanctioned events at no cost to the host club, ***if*** the proper paperwork has been submitted. This committee is responsible for making sure that all insurance paperwork is properly filled out and delivered on time. SEE APPENDIX C – SHOW INSURANCE FORM

☐ [MCA Requirement: *The host club must contact the MCA Office at least ninety (90) days in advance of the show date to request copies of the necessary paperwork required for initiating liability insurance coverage. The completed paperwork must be received back at the MCA Office at least 60 days in advance of the show date to guarantee that liability insurance coverage will be in place*. COPIES OF THIS INSURANCE FORM WILL BE SENT TO THE HOST CLUB NO LATER THAN 30 DAYS PRIOR TO THE SHOW START DATE]

To guarantee compliance with the liability insurance policy, the Host Club must enforce the "Show Requirements" spelled out on the back of each MCA dash card. In particular, all vehicles on the show field must remain in place during show hours unless released by the MCA National Head Judge, a vehicle's engine must not be started during show hours after the vehicle is in place, and a speed limit of 10 mph must be enforced at the show site.

Show Site and Trailer Parking Area Security

☐ [MCA Requirement: *Overnight security must be provided at the show site and any designated trailer parking areas.*] The Host Club is encouraged to use off-duty law enforcement officers in the fulfillment of this requirement. Depending on the size and layout of the show site and trailer parking area, security personnel could be benefited greatly by the use of golf carts in performing their duties. Since golf carts often are used by other committees during show hours, the value of this expense can be maximized by reducing the number of security personnel needed. Security is required at the show site from 6:00 pm Friday until 8:00 am Saturday and from 6:00 pm Saturday until the show ends on Sunday. Additionally, security for Trailer parking areas should run from 6:00 pm on Thursday night until 8:00am Friday morning and the same hours as the Show area for the remainder of the show.

Selling and Consumption of Alcohol

☐ [MCA Requirement: *Alcoholic beverages may not be sold or consumed on the show field.*] Because a National Show is a family event, no beer or liquor sales may occur during the show and no alcoholic beverages may be consumed on the show field at any point during the show. This restriction does not apply to any activity that occurs off the show field or after hours, such as a hospitality gathering, banquet, etc.

Hotel and Special Events Committee

The Hotel and Special Events Committee is responsible for managing the relationship with all hotels, as well as organizing any special events that might use the hotels or other similar type facilities. The Chairman of this committee should be the primary individual involved in the negotiations with hotels and other special events venues during the preparation stages of the National Show application and should carry forward with those relationships after the show has been awarded. The committee as a whole is responsible for planning, staffing, and operating whatever special events are held.

Host Hotel Reservation Blocks

A Host Hotel should be chosen that is as close as possible to the show site and that has sufficient room capacity to accommodate most of the participants of the show. A good rule of thumb to use in estimating the number of room nights needed is to start with the number of cars expected to attend the show and presume 10 percent of that number for Thursday night, 75 percent for Friday night, 75 percent for Saturday night and 10 percent for Sunday night. For a 300-car show, these estimates would work out to a 30-room block for Thursday night, a 225-room block for Friday night, a 225-room block for Saturday night, and a 30-room block for Sunday night.

Hotels that are suitable for use as the Host hotel usually have additional facilities and amenities that can be valuable assets in the planning of an exciting MCA National show. Amenities such as meeting rooms, convention halls, hospitality suites, and business services usually are offered free of charge to organizations that book a prescribed minimum number of “room nights”. (Each night in the hotel counts as a “room night” so a person that checks in Friday and leaves Sunday has earned your club two “room nights.”) To reserve the free use of these amenities, the hotel usually requires the organization to sign a contract guaranteeing to pay for unsold room nights that fall below the minimum number specified in the contract. Hotel contracts of this sort also usually have early termination penalties that can be very expensive, if invoked. For these reasons, the Host Club must be very careful in estimating their room requirements and should NEVER SIGN A HOTEL CONTRACT BEFORE THE MCA BOARD OF DIRECTORS HAS AWARDED THE SHOW AND THE SHOW GUIDELINES (for the year of the show) HAVE BEEN ACCEPTED! Another very useful piece of advice with regard to amenities is to be sure to reserve as much of the auxiliary space at the hotel as your “room night” estimate permits, even if your club does not have immediate plans to use it. There are two reasons for this recommendation. The first is that an interesting use for the additional space may come up later in the planning phase of the event. The second is that if the space is not reserved by your group, the Host Hotel will very likely book for some other event, thus creating parking and other problems.

Three other very important elements of a hotel contract are room rate, “comp” rooms, and block release date. The contract should guarantee a special room rate to anyone associated with the “group” that books their rooms before the block is sold out and before the block release date. It is usually best to use a “group” name of “Mustang Club” to make it easy for telephone reservation systems to locate the group rate. This rate should be negotiated to be below other discounts such as AAA or AARP, if at all possible. A good room rate at a nice hotel will improve the quality of the show application and, if awarded, will improve the odds of achieving room night estimates. Another good thing to try to have written into the hotel contract is for the Host Hotel to honor the special rate beyond the event dates and beyond the block size. This would mean that if they want to extend their stay a few days before or after the event, they could do so at the special rate. It would also mean that if the reserved block has been sold out, but the hotel still has space available, it would be offered to group members at the reduced rate.

The “comp” room ratio specified in a hotel contract is the number of room nights that must be sold in the group’s block to receive a free room night. The group (i.e., the Host Club) is allowed to give these complementary or “comp” room nights to whomever they choose. The comp ratio typically ranges from as low as “1 per 60” (meaning 60 nights must be booked to receive 1 free night) to as high as “1 per 30.” The comp ratio varies from place to place, even within the same city, and must be negotiated with the hotel.

☐ [MCA Requirement: Four complementary rooms at the Host Hotel must be provided on Thursday, Friday, and Saturday nights for use by MCA officials. This is a total of 12 room nights.] These rooms typically are occupied by the MCA President, Judging Secretary, and National Head Judges. The host club is responsible for reserving these rooms at the Host Hotel sufficiently early to guarantee their availability. In most cases, a properly negotiated hotel contract will provide sufficient ‘comp’ rooms in exchange for participant room bookings so that the host club incurs no expense in satisfying this requirement.

The final element of the hotel contract to discuss is the block release date. This is the date when the block of rooms reserved by the group is released for sale to the general public. The release date is usually set to 30 days before the beginning of the event, but can sometimes be negotiated to as little as 7 days.

The Hotel and Special Events Committee should request periodic updates from the Host Hotel regarding the number of rooms that have been booked for the group for each night. Since participants generally make hotel reservations much sooner than they send in registration forms, these numbers often provide much better information for other committees to use in their planning.

Overflow Hotel Reservation Blocks

It is generally a good idea to negotiate block rates with a few other hotels close to the show site. This gives participants some variety in cost and amenities. It can also be the only option if the Host Hotel is particularly popular. Arrangements with overflow hotels may involve a contract signed by the Host Club and the hotel management or they could involve just a letter from the hotel. In either case, the Host Club should not make any financial commitments with overflow hotels. The overflow hotel benefits from the recommendation and publicity in the show flyer while the show participants benefit from the group rate. Since additional amenities usually are not involved, the Host Club should not be contractually obligated to pay for any unsold rooms in the block. With an overflow hotel agreement, “comp” rooms can often be negotiated for, but the ratio is usually relatively high (1 per 50 or 1 per 60). A good rule of thumb for block size at each overflow hotel is 10 percent to 20 percent of estimated show size. For a 300-car show, this would be a 30- to 60-room block at each overflow hotel.

Friday and Saturday Night event(s)

Friday and/or Saturday night social gatherings are just a few examples of the type of events that this committee should coordinate. The Host Club is not required to put on a Friday or Saturday night social event. The Saturday night events, however, have become so commonplace that an application without one would be at a competitive disadvantage. IT IS STRONGLY DISCOURAGED TO DO ANY GRILLING NEAR THE SHOW FIELD WHERE GREASE OR SMOKE WILL BLOW OVER THE SHOW AREA.

Often a local corporation is willing to sponsor a “hospitality” gathering on Friday evening for the participants. Hospitality gatherings usually consist of a comfortable place to socialize and some form of inexpensive food. The location could be tables and chairs near (but not on) the show field or a banquet room in the Host Hotel. The food served might be hot dogs, hamburgers, or just finger foods like chicken wings. To help keep the sponsorship costs in check, it is a good idea to limit free tickets to participants only with tickets available for others to purchase for a nominal fee (e.g., $5). The best way to gauge attendance for a Friday or Saturday night gathering is to ask for a count on the registration form.

Saturday night events usually are much more elaborate. This is the special event where the Host Club has the opportunity to show off its creativity and/or some interesting aspect of the local community. A sit-down banquet with a few entertaining speakers is the norm, but certainly not the only option. In recent years, MCA National Show attendees have been invited to such interesting activities as a celebrity roast, a sock hop, a hoe down, and a country music dinner theater. Unique, family-oriented gatherings such as these can have a significant influence on which National Show applications are recommended for approval. Another option is to hold a Sunday morning brunch that leads into the awards ceremony. Keep the costs of any of these events to a minimum, breakeven or possibly subsidize these events to increase head count. Do not price them any higher than you would want to pay when attending a show.

An important factor to consider when planning any gathering that involves food at the host hotel is that the hotel contract will likely require the use of the hotel's catering services. This can even extend to the show site (if the hotel parking lot is being used) and could limit or prohibit the use of food vendors during show hours. It is wise to address these types of questions with the hotel management before signing a contract so that problems do not occur down the road.

Other Special Events

The Host Club is encouraged to arrange technical or other special interest seminars during show hours, particularly if there are facilities to accommodate such events close to the show field. Often vendors that offer unique services are quite willing to speak on a topic related to their service, if allowed a few minutes to tell about their business. For example, someone that restores carburetors might speak or demonstrate about identifying and/or tuning them.

Activities that encourage the entire family to attend and participate in the event are strongly advocated by MCA. Family-oriented fun is what MCA is all about so any functions that promote this ideal will receive special consideration during the application process.

If the show site is not within walking distance of a particularly interesting local attraction, the Host Club is encouraged to evaluate the possibility of running shuttle buses to the attraction. Often the attraction management or a company that would benefit from the additional visitors is willing to sponsor the cost of the shuttles.

Show Site Logistics Committee

The Show Site Logistics Committee is responsible for designing the layout of the entire show site and then making sure each of the other committees knows for which areas they are responsible. Any area that does not come under the natural responsibility of one of the other committees should remain the responsibility of the Logistics Committee.

It is the Logistics Committee that understands the "big picture," both figuratively and literally. As such, this committee should stay current with the activities of all other committees in order to head off any potential problems or conflicts. This oversight role also makes the Logistics Committee responsible for making sure that nothing "falls through the cracks." Due to the critical nature of this committee, it is advisable that the Show Chairman heads it.

Vehicle Flow During Registration

☐ [MCA Requirement: *The flow of participant vehicles must proceed in this order: Classification to Registration to Parking.*] If a participant photograph session is desired, it should be arranged to take place between Registration and Parking. All relevant committees should coordinate during the planning and execution phases of the show to make sure participant cars flow through this process in an efficient and orderly fashion. Every effort should be made to avoid the possibility of backups into public lanes of travel during Classification and Registration.

Preparation of a Site Map

It is strongly recommended that a map be prepared of the show site early in the planning phase of the show. This map should depict available and unavailable (e.g., buildings, fire lanes) spaces on the site. As show planning progresses, this map should be updated to indicate where each event-related area will be located and the capacity of each area (e.g., number of show car spaces, number of vendor spaces). A copy of the site map must be provided to the National Show Committee Chairman for review.

If a site map is prepared that shows how the judging classes are distributed across the show field, the host club is encouraged to provide an 8-1/2"x11" photocopy of the map on each judging clipboard.

Areas of the Show Site

This section discusses each component of the show site that the Show Site Logistics Committee should consider when planning how the space will be used.

Show Car Spaces

Experience has shown that the best show car parking scheme is to park the cars in the order in which they arrive, in general classification groupings. For example, with this scheme, all Concours cars would be parked together regardless of year and body style. This scheme seems to provide a good compromise between too many parking areas (such as for every class or small cluster of classes) and too few parking areas (such as late model and early model). With too many parking areas, large gaps often occur in the show field when expected class distributions do not match with reality. With too few parking area designations, the show field often looks disorganized and creates significant problems for judging since the cars can be difficult to locate. Since expectations never match reality, it is also a good idea to designate a well-contained overflow area as close to the main show field as possible to use when one or more parking areas become full.

Judges Choice classes must be parked together to enable the Judges assigned to evaluate these cars, to readily locate them. These classes are:

Current Year Class (LMA).

Youth Class (LMB)

Race/ Drag Class (LMC)

Additionally, the Display Only class (DSP) should be parked as a group and in such a location the participants in this class can come in and leave at any time and not cause insurance violations or disturb the remainder of the show. Also this class is to be charged less than the regular show participant's with a typical recommended fee of $20.00.

When laying out the show car parking area, care should be taken to provide adequate space of at least 12' wide per vehicle, to allow owners to clean their cars without disturbing the cleaning efforts of adjacent participants

Honored Show Car Spaces

Retired, Conservator, Thoroughbred, and Unrestored show cars are considered among the best examples of the Mustang that the hobby has to offer. As such, these vehicles deserve a special place of prominence at an MCA National Show. Cars entered in these classes should be situated in a prominent location on the show field if feasible. The placement of these cars should offer good visibility while affording some degree of protection from vehicle and pedestrian traffic patterns. The owners of these cars may elect to park with their group/club, if the parking setup allows for this, and should be allowed to do so.

The placement of Unrestored and Thoroughbred cars also should allow for trailer unloading and loading fairly close by. Owners of these cars often prefer to push their vehicles to their assigned spaces rather than starting them. The Host Club is encouraged to make a reasonable attempt to plan for, and accommodate, these requests.

Corporate Sponsor Spaces

Corporate Sponsors of MCA shall be afforded exclusivicity, in that no other Sponsors or Vendors engaged in a like or similar concern will be permitted without the written permission of the impacted MCA corporate sponsor. Display space for primary corporate sponsors should be in a highly visible, centrally located spot on the show site. The ideal location will promote a large volume of foot traffic as participants and spectators move between key areas of interest at the site. A map of available sponsor display space with details about expected pedestrian traffic patterns can be a tremendous asset to the Sponsor/Vendor Committee as they try to sell that space.

Space on the show site should be allocated in a prominent location for tractor-trailer rigs that will be used by MCA Corporate Sponsors for publicity purposes. MCA will make every effort to keep the host club informed of Corporate Sponsor space requirements as far in advance as possible, **AND NO LATER THAN THREE WEEKS BEFORE THE SHOW.**

Commercial and Swap-Meet Vendor Spaces

When deciding on the layout of vendor spaces, including swap-meet and small commercial vendors, host club planners should keep in mind that most vendors consider 10 feet wide by 20 feet deep to be a 'standard' space. Planners should be aware that this does not match the standard size of 9 feet by 20 feet for a marked parking space. Other measurements that could be used to charge for vendor space include 'per-frontage-foot' (with a fixed depth) and 'per-square-foot.' Whatever method is chosen, every effort should be taken to make sure potential vendors know *exactly* what they are paying for long before they arrive at the show site. Good communication of vendor space size will avoid major headaches during the vendor setup portion of the show. The registration form is a good place to publicize the size of vendor spaces. Some vendors also will wish to have a car in their display area, and the car may be entered in the show.

Swap-meet and vendor space should be located in an area that will see steady pedestrian traffic. Locating vendors around the perimeter of the show site is generally acceptable, if show cars will be parked close by. Care should be taken to avoid placing vendors and show cars on opposite sides of natural barriers such as buildings, shrubbery, etc. Steady foot traffic improves vendors' sales potential. Those vendors are much more likely to come back to a Regional Show in later years, if they have seen strong sales during the National.

Car Wash Stations

☐ [MCA Requirement: *At least one, and preferably two, car wash stations should be provided on or immediately adjacent to the show* site or host hotel*. Car wash stations should provide, at a minimum, a garden hose with reasonable water pressure and a nozzle. Drainage from car wash stations must not flow across designated show car parking spaces.*] Participants should be expected to supply their own buckets, towels, and cleaning supplies. Often the best location for car wash stations is at the Host Hotel, if it is adjacent to the show site. These stations should be set up early on Thursday afternoon and made available around the clock during the event weekend. If the hours of availability must be limited, this fact should be well publicized. The exact location of the stations also should be well-publicized before and during the event.

First Aid Station

The Show Site Logistics Committee should consult with the Health, Safety, and Security Committee on the best placement of the First Aid Station.

Restroom Facilities

Consideration should be given to making sure that there are adequate restroom facilities within a reasonable walking distance of all parts of the show field. Where on-site or adjacent buildings do not provide public facilities in sufficient quantities, portable toilets (including a handicapped accessible unit) must be rented.

Trash Receptacles

Most participants and spectators are willing to help keep the show field clean as long as trash cans are conveniently placed. When laying out the show site, a good rule of thumb for trash can placement is such that no spot on the show field is more than 50 to 100 feet from a trash can.

The Show Site Logistics Committee should coordinate the volunteers needed to acquire, setup, and empty trash cans on the show field. If sufficient numbers of trash cans are used, this chore should only need performing once per day. Sometimes local beverage or waste management companies are willing to supply cardboard boxes (displaying their logos) to use as trash receptacles. Other outdoor entertainment functions, such as concerts, are good places to spot potential sponsors of this type.

Hotel Guest and Employee Parking (if appropriate)

If the parking lot of the Host Hotel is being used as the show site, care must be taken to plan for the parking needs of the hotel guests and employees. In this situation, most of the hotel guests will be related to the show; however, not every show-related guest will have their car in the show. Reserved parking space for guests and employees should be carefully planned so as not to interfere with vehicle and pedestrian traffic patterns associated with the show.

Spectator Parking

Spectators are just as important to a successful show as are participants, especially to the sponsors that help pay for the event! In order to draw large numbers of spectators, reasonably convenient parking must be provided for them. Ideally, spectator parking should be immediately adjacent to, but not within the bounds of, the show field.

Car Trailer Parking

MCA National events tend to draw an unusually large number of trailered vehicles. In recent years, approximately 25 percent of judged vehicles arrived in trailers. Consequently, host clubs must plan for parking for 75-100 (depending on show size) car trailers along with their tow vehicles. When planning for the space requirements of car trailers, several points should be considered. First, tow vehicles often will be left attached or parked in front of the owner's trailer, particularly if the show site and hotels are within walking distance. Second, extra space should be allocated on the sides of the trailer since they obviously are wider than an automobile and space must be available to open enclosed trailer side doors. Finally, extra space should be allocated behind each trailer to accommodate loading and unloading.

☐ [MCA Requirement: *Parking must be provided within a reasonable distance of the show site for car trailers and their tow vehicles. The trailer parking area(s) must be provided the same level of security* during non-show hours on Thursday from 6:00 pm through the end of the show on Sunday, as is provided on the main show field.]

Classification Area

The show site should be laid out so that the Classification Area is where participants first enter the show site and provided with a 10' X 10' tent, 2 chairs, and 10 clipboards with pens. It should be at least 100 feet from the Registration area and there should be sufficient space to allow 30 to 50 cars to wait for classification without backing up into public roadways. This usually is accomplished with multiple one-way lanes for incoming show vehicles. There also should be a safety pullout zone to move cars to in case of a starting or Classification problem. The Classification space is no longer needed after registration ends on Saturday morning and can be reused for other activities on Saturday afternoon and all day Sunday.

Registration Area

The Registration Area should be adjacent to the Classification Area so that participant vehicle traffic flows smoothly from Classification to Registration. Again, multiple lanes (similar to a quick lube station) often work best. The Registration Area should be organized so as to discourage participants from pulling out of line to park.

Host Club Information Table

This is where the host club would provide information about their club, sign up new members, and sell club and event merchandise.

Public Address System

The Public Address system amplifiers and microphones often are located at or near the Host Club Information tent. Care should be taken when deciding on the location of loudspeakers to make sure they are not located too close to critical conversation areas such as information, registration, and vendor tents.

MCA Membership and Merchandise Tents and Tables

☐ [MCA Requirement: *The host club must provide MCA with* an approximately *20' X 20' tent or other suitably protected space in a prominent location on the show field.* This can be a portion of the host clubs tent, if desired. *The tents or space must include at least* 32' *of banquet tables and eight* chairs. This area will be used by MCA volunteers to provide information about MCA, sign up new members, and sell MCA merchandise. At least two of the tables must be six foot in length to accommodate the MCA table covers.

The MCA will reimburse the Host club up to $500 for tent, table, and chair rental with receipts provided with an invoice.

MCA Judges Meeting Area

☐ [MCA Requirement: *An appropriate meeting place must be provided for holding the MCA Judges Meeting at 10 a.m. on Saturday morning.*] Although this meeting can be conducted on the show field, it is preferable to use an inside meeting space where ambient noise can be controlled better. This meeting area should be able to accommodate approximately 100 people. Three banquet tables should be set up as head tables and a public address system should be there as well.

MCA Judging Tally Room

☐ [MCA Requirement: *The National Judging Secretary must be provided the use of a controlled access room with at least 20 feet of table space and eight chairs to use in the judging sheet tallying process. This room will be needed starting at least one hour before registration opens on the first day of the show all the way through awards presentation on Sunday. The Judging Secretary must be able to exclusively secure this room at the end of each day.*]

Awards Presentation Area

An area large enough for all participants to gather will be needed for the Awards Ceremonies at the end of the show. This location should be within a short walk of the show cars, but should not be so close that the crowd must stand next to or between show cars to participate. One possible area is where Classification and Registration had been earlier in the show. If an appropriate indoor space is available, that should be considered also (even if only as a backup) since it would provide shelter from inclement weather or uncomfortable temperatures.

Fire Lanes

The Host Club is encouraged to review the proposed site layout with the local fire marshal to ensure that appropriate lanes of travel have been reserved for fire and rescue vehicles. In most municipalities there are regulations and codes that apply to gatherings the size of an MCA National. This is especially true when vehicles are parked indoors. Large outdoor tents may also need inspection by the fire marshal. It is the responsibility of the Show Site Logistics Committee to oversee compliance with any local laws and regulations.

Sponsor/Vendor Committee

This committee should be responsible for all sponsor and vendor related activities. These activities include the sale of sponsor/vendor/pony corral spaces at the show site, as well as solicitation of door prizes, "goodie bag" stuffers, and any other donations to the event.

After the Site Logistics Committee has determined what areas of the show site will be devoted to corporate sponsors, vendors, and pony corral cars, the Sponsor/Vendor Committee should develop a plan for how those areas will be used. That plan should include an inventory of each type of space (vendor, car corral, and corporate sponsor) and a list of the registration/sponsorship fees that will be charged for each space. The plan then can be used by the members of the Sponsor/Vendor Committee to solicit sales of those spaces. During the solicitation stage, frequent communication among committee members is necessary to avoid "double booking" areas of the show site. Since most of the vendor and pony corral sales will arrive via registration forms, the Registration Committee will need to be in frequent communication with this committee to avoid overselling of available space.

☐ [MCA Requirement: *Intentional overbooking of vendor, pony corral, or corporate sponsor space is strictly prohibited!*]

When the show weekend arrives, the Sponsor/Vendor Committee should have in place a detailed map of all spaces sold along with contact information for each of the purchasers. Depending on the preferences of the Host Club, this "Vendor Map" should be used by either the Parking Committee or the Sponsor/Vendor Committee to manage the setup of vendors, corporate sponsors, and pony corral spaces.

MCA Corporate Sponsors

Over the past several years, through the dedicated efforts of a number of Board members and officers, MCA has developed a strong sponsorship relationship with several large corporations. This sponsorship has included cash and some giveaway items for each MCA National show. In return, each event has had to provide publicity, in varying degrees, for those sponsors. As such, your fortune, or misfortune, will depend on the actions of your predecessors and, likewise, your good works will affect the shows that come after yours. A very common requirement is to provide the sponsor with photos taken during the show that demonstrate the visibility their company received.

The MCA National Show Committee will provide a list of current MCA Corporate Sponsors in the Show Award Letter (or very soon thereafter) and will update the host club as Corporate Sponsors are added or dropped. Host clubs are not permitted to contact any of the identified MCA Corporate Sponsors for any additional sponsorship. There are a number of companies that provide only sponsorship of various classes of awards. Examples are NPD, Mustang Unlimited, etc. Host clubs *are* permitted to approach any of the award class sponsors and local Ford dealers and/or their regional Ford Dealers Association for sponsorship support. Host clubs are not to contact Ford corporate headquarters for sponsorship support.

Goodie Bags

"Goodie bags" are the same for all participants and usually consist of a plastic bag containing trinkets, flyers, business cards, and various other give-aways. The Sponsor/Vendor Committee should be responsible for collecting the contents and assembling the Goodie Bags prior to the show.

Accessory Sales Committee

The Accessory Sales Committee should be responsible for all tasks, from concept to delivery, relating to accessories for the event. This should include the show T-shirt and any other accessories that the Host Club decides should be sold. This committee should evaluate the accessory possibilities and then make a proposal to the Finance Committee detailing which items should be sold and why.

All National event accessories such as T-Shirts and the like must be provided by a Licensed Ford Vendor if it contains any likeness or representation of any Ford/Mustang Trademark, Logo, etc. We can recommend many Licensed vendors that can provide quality and competitively priced merchandise, but will do so only at the host club's request. The choice of what Ford Licensed vendor chosen is strictly up to host club. Please realize that this requirement was not initiated by MCA on it's own. Ford Motor Company for a number of years has aligned itself as a major corporate sponsor of MCA. Part of that alignment was that MCA respect their copyrighted and registered trademarks, and ensure that regional clubs granted National Shows do the same. That way, anything on an accessory at a National event has already been submitted and approved for use by Ford Motor Company. Any item that brandishes the Ford, Mustang, MCA, or any other registered trademark, must be properly licensed by the owner of the trademark. Accessory vendors offering such items must be willing and able to provide written documentation that proper licensing has been secured.

The show T-shirt is the most common and profitable accessory sold at an MCA National. If the T-shirt displays exceptional artwork, it will be worn for years to come by show participants and generate long-lasting advertising for the event, the sponsors, and particularly, the Host Club. This committee should handle the development of a design for the show T-shirt and solicit bids from Ford licensed vendors to have them produced. Care should be taken to price the shirts reasonably and to order appropriate quantities of each size. Other clubs that recently have hosted an MCA National can provide valuable advice regarding these decisions.

The Accessory Sales Committee also should make arrangements for the design (if necessary) and purchase of other souvenirs that are to be sold. Examples of other souvenirs that typically sell well at an MCA National are: patches, hat pins, key chains, posters, mugs or cups, and hats or visors. Other unique items, perhaps of local or regional interest, also may be considered. The committee should consult with other clubs that have sold similar accessories and the MCA Accessory Sales Committee to gain insight into determining profitability, pricing, and appropriate quantities.

Whatever accessories are chosen to be sold, the Accessory Sales Committee should pursue a competitive bidding process with licensed Ford vendors in order to secure the best possible price, payment terms, quality, and delivery standards for the Host Club. This bidding process should be started and completed early enough to assure delivery of the saleable merchandise before the beginning of the event.

The Host Club may choose to pre-sell accessories before the event by listing them on the registration form, show flyer, or show website. If this is done, all advertising should clearly state whether or not the items will be delivered to the purchaser or held for pickup at the show. Items held for pickup at the show should be held separate from for-sale items to ensure availability for those who have pre-paid.

As indicated above, the Accessory Sales Committee also should be responsible for coordinating and staffing the Accessory Sales table during the event. The Accessory Sales Committee should plan on a distinct set of staff working the Accessory Sales table and avoid the temptation to combine the workforce of the Registration and Accessory Sales tables. This will avoid the possibility of lost sales, improperly handled registrations, stolen merchandise, and unguarded cash boxes.

Judging and Classification Committee

This committee serves as the liaison between the Host Club and the MCA National Head Judges. As such, the Show Head Judge must be designated the Chairman of this committee. The responsibilities of this committee include coordinating Classification Inspection, providing operational support for the judging activities, and recruiting an adequate roster of qualified judges for the event.

Classification

☐ [MCA Requirement: *The host club must provide knowledgeable volunteers to assist the MCA Classification Team during the registration hours of the show.*] MCA does all of the Classification using Gold Card and Certified Judges and will, if needed, ask for knowledgeable volunteers. Typically, four to six people will be needed to assist the Classification Team. The MCA Classification Judge will be available during the hours of registration to supervise the Classification Team.

The MCA National Head Judge or the MCA Classification Judge will provide the host club at the classification tent with green Classification Sheets both pre-labeled and blank upon his or her arrival by, or before, 8 a.m. Friday.

☐[MCA Requirement:**ABSOLUTELY NO GREEN CLASSIFICATION SHEETS WILL BE PRE-PREPARED BY THE HOST CLUB. THIS FUNCTION WILL BE PERFORMED BY THE MCA CLASSIFICATION TEAM AS THE VEHICLES COME THROUGH CLASSFICATION. NO EXCEPTIONS.** When a car arrives at Classification, a Classifier will fill in the information provided by the driver/participant on the green Classification sheet. The Classification Team then should determine the proper class for the car from the list of choices on the "MCA Judging Classes" sheet. The car owner should be consulted during this process to assist in determining the most appropriate class. Where class definitions overlap and a particular car could qualify for more than one class, the choice of the car owner should prevail in the class decision. The owner should be notified that once a class decision has been made during Classification, no further discretionary changes are permitted. After the class has been determined, the two- to four-letter MCA class designation (e.g., BT or FGA) should be written on the green Classification Sheet. Once fully completed, the green Classification sheet is given to the driver/participant and the car proceeds to Registration Check-in.

The Classification crew should be aware that owners of cars with a "Pre-Classified" certification card already have been through the classification process at a prior show and purchased the card to speed their check-in process. These cars should bypass the normal Classification line (if site layout permits) and proceed directly to Registration. The idea is to have a process similar to the "10 items or less" lanes at the grocery store so that the main Classification lines can be kept as short as possible. Even with a special line for "Pre-Classified," *all show cars must go through Classification and receive a green Classification Sheet with the proper class marked on it before proceeding to Registration Check-In.*

Judges Choice Parking

☐ [MCA Requirement: *All cars in Judges' Choice classes shall be parked in the same area to facilitate ease of location for evaluation by the assigned judges.*This "Judges' Choice" parking area should be clearly marked.

Judging Sheet Tally Room

☐ [MCA Requirement: *The Host Club must provide a lockable tally room with table space equivalent to eight 8' cafeteria tables. Keys to this room must be stringently controlled with a highly restricted distribution list.*] This room will be needed starting at least one hour before registration opens on the first day of the show all the way through awards presentation on Sunday. The Judging Secretary must be able to exclusively secure this room at the end of each day.

☐ [MCA Requirement: *The Host Club must provide a small table and chair outside the tally room along with one volunteer to staff this table between the hours of 12 p.m. and 5 p.m. on Saturday.*] This will be the drop-off point for classification sheets and judging sheets.

☐ [MCA Requirement: *The host club will need to provide up to six volunteers to assist in the tallying of judging sheets between the hours of 1 p.m. and 6 p.m. on Saturday only.*] These volunteers will work in pairs with one person adding points while the other double-checks the totals. The Judging Committee should coordinate with the MCA National Judging Secretary to determine the exact number of volunteers needed.

☐ [MCA Requirement: *Provide a 'runner' to shuttle the green classification sheets from Registration to the tally room.*] The classification sheet runner will need to drop off collected sheets at the tally room in 15 to 20 minute intervals. One person should be sufficient to fulfill this task.

☐ [MCA Requirement: *The Host Club must provide 'runners' to shuttle completed judging sheets to the tally room.*] The judging sheet runners will need to drop off collected sheets at the tally room on 15 to 20 minute intervals. Anywhere from two to four runners will be needed for this task, depending on the number of judged cars and the size of the show site. It is recommended the runners be easily identifiable by a specific hat or tee shirt.

Judging Activities Support

☐ [MCA Requirement: *The Host Club must provide clipboards and pens for use by the MCA Judging crew.*] A good estimate for the number needed would be one clipboard and pen for every eight cars expected to attend the show. The Classification crew will also need five or six clipboards, in addition to those used by the MCA Judges

The host club must provide two golf carts as requested by MCA for use by the MCA National Head Judges and for MCA personnel. If the Parking, Registration, and/or Classification Teams are using radios for communication, the host club is encouraged to provide radios for the MCA National Head Judges to use.

If warm weather conditions are expected, the host club must provide water to judges during the primary judging hours.

Judge Recruitment

☐ [MCA Requirement: *The Host Club must make reasonable efforts to recruit sufficient quantities of qualified judges to fulfill the judging needs of the event.*] The first and foremost action to take towards satisfying this requirement is to include questions on the Registration Form asking if the registrant is an MCA Judge (Certified or Gold Card), if they are willing to judge during the event, and, if they are willing to judge, what MCA classes/years they are qualified to judge.

The Judging and Classification Committee is responsible for building a list of judges (and their qualifications) who are expected to attend and judge at the show. Approximately two months before the show, the Show Head Judge (who is the Chairman of this committee) should consult with the MCA National Head Judges to determine if the compiled roster of judges will serve the needs of the event. Where deficiencies are noted, it will be the responsibility of the Show Head Judge and his or her committee to address those deficiencies with stepped up recruiting efforts.

Two categories of judges where recruitment has been difficult in recent years are Late Model Judges and Street/Daily Driven Judges. MCA is willing to assist in the recruitment of new judges (in these categories in particular) by conducting a weekend "MCA Judge Certification Crash Course" shortly before the National Show. With the coordination assistance of the Judging and Classification Committee, the MCA National Head Judges will provide one or more qualified instructors to conduct a full-day Saturday training session with the goal of producing newly certified judges that can assist with judging at a National Show. The Host Club may be required to incur some of the expense (such as hotel and meal costs) associated with conducting the seminar. If the Host Club is interested in this opportunity to increase the availability of MCA Certified Judges in the local area, the Show Head Judge should contact the MCA National Head Judges to discuss the details.

Registration Committee

This committee has three primary duties: designing a registration form, handling pre-registrations prior to the event, and handling registration and check-in during the first two days of the show. The Chairman of this committee needs to be one of the most organized people in the Host Club!

The Registration Form

This committee should be responsible for designing the registration form. The form should be designed with a tear-off portion at the bottom that contains all registration information needed from the participant. All show facts and contact information should be on the top portion of the form that the participant keeps. Registration forms for other MCA National events can be found in recent issues of Mustang Times and should be used as a guide in designing a form. Beginning in 2013 participation in a judged classification at an MCA National show will requires the participant be a member in good standing in the Mustang Club of America. This applies to all judged classes and catagories. As such, provision to join MCA must be incorporated into the registration form. The following is an example of how this would be accomplished:

Registration	$60	$
Join MCA	$50	$
Banquet	$30	$
Vendor Space	$50	$
T-Shirt	$15	$
Total		$

☐ [MCA Requirement: *The show registration form must contain a checkbox asking the participant if they are willing to judge during the show and, if so, what class they are Gold Card or Certified for or are interested in. A list of these names and their desired classes must be provided to the MCA National Head Judge(s) upon arrival.*]

☐ [MCA Requirement: The registration form must contain a space for the Vehicle Identification Number.

☐ [MCA Requirement: The registration form must indicate that a fire extinquisher must be in the vehicle to be allowed on the show field.

☐ [MCA Requirement: The registration form must have a space for the participants MCA number.

☐ [MCA Requirement: The registration form must indicate that entry into a judged classification requires MCA membership **(beginning in 2013).**

☐ [MCA Requirement: *Registration Forms must be reviewed by the National Show Committee Chairman before distribution and publication in order to verify compliance with corporate sponsorship and other MCA requirements.*]

Registrant Numbering

☐ [MCA Requirement: *Each car entered in the show must be assigned a Number consisting of an MCA Class code followed by a sequence number unique for the entire show.*] This sequence number may also be the parking space assigned to the car as it enters the show field. Pre-Assigning of parking spaces is not recommended as changing conditions on the show field may result in confusion and lost cars when judging commences. MCA Class codes are two to four letters (e.g., BS or FGA). The sequence number portion of the Registration Number must be unique for the entire show field. It should **not** start at 1 in each class. This requirement makes it possible to reclassify a car during the show without causing numbering problems because only the MCA Class code needs to be changed. Class codes should NOT be assigned to a vehicle until it enters Classification Inspection. It is the responsibility of the Classification Inspection team, through consultation with the car owner, to assign the car to the appropriate class. NO NUMBER SHOULD BE USED TWICE ON ANY REGISTRATION CARD! Examples of valid and complete Registration Numbers would be BS-16 or FGA-17. The list of the official "MCA Judging Classes" list for the current year is available on the MCA website.

Registration Fees

The amount to charge for registration fees is up to the discretion of the host club, but must be specified in the show application.

☐ [MCA Requirement: *The registration fee specified in the show application cannot be increased without the written consent of the MCA National Show Committee.*] The typical registration fee has been $45 to $65. Cars in the Display Class should not be charged the full registration fee. Typically registration fee for Display Class cars would be in the $25 to $30 range. The registration fee for Conservator class entries is fixed at $20.

☐ [MCA Requirement: *MCA members are to receive a $10 discount on registration fees. An accounting of the number of non-MCA registrations along with the extra $10 fees for each of those registrations must be submitted to the MCA Office within 30 days after the end of the show.*] An MCA representative will make an MCA roster available to the host club before and during the show for use in confirming active MCA membership. Typically about one-third of National Show participants are not MCA members. Non-MCA registrants should be notified during Registration Check-In that a $10 discount on MCA dues can be received by joining MCA at the MCA tent during the show **(this will be deleted beginning in 2013)**.

It is up to the discretion of the Host Club whether or not to offer an early registration discount. When offered, this discount is usually $5. Generally this discount is advisable since pre-registrations greatly assist planning efforts and the show funds account.

The Host Club should decide early on what the refund policy will be so that any inquiries will result in a consistent answer from all club members. If space is available on the registration form, the refund policy should be published there.

Pre-Registration

Beginning in 2013 all MCA National shows entries in judged classes MUST be pre-registered. The only day of show registrations allowed will be display or Judges Choice. The pre-registration postmark cutoff date should be at least 20 days prior to the show. For cars that are registered by a certain date, it is recommended that an acknowledgment of registration be mailed (paper or e-mailed) to the entrant.

☐ [MCA Requirement: *The host club must complete an MCA provided Microsoft Excel spreadsheet template for use in providing the Judging Secretary with the final pre-registrations 15 days prior to the show. The purpose of this spreadsheet is enable prior preparation of judging documentation. This information may be submitted earlier, as well, once sufficient numbers of pre-registrations are received by the host club.*]

Registration Packets and "Goodie Bags"

The Registration Packet typically consists of a full size manila envelope with the participant's name and registration number written on the top left corner. The envelope should contain banquet tickets or other items unique to that participant. The Registration Committee should be responsible for assembling the registration packets for pre-registered participants prior to the show.

MCA provides up to 350 Dash Cards at no cost to the host club. If registration is expected to exceed 350 vehicles, the host club should purchase additional dash cards ($25 per 100 cards) from MCA.

☐ [MCA Requirement: *The host club must make a written request to the Club Support Committee at least two months in advance of the show for the number of dash cards and goody bags desired.*]

[MCA Requirement: *MCA may choose to provide materials for inclusion in the Registration Check-In Packet. If MCA provides these materials to the Host Club at least two months in advance of the show weekend, the Host Club must add these materials to the Registration Check-In Packets, as requested.*] Examples of materials that might be provided by MCA include corporate sponsor brochures or participant questionnaires. MCA must provide all required copies of the materials. The only impact on the Host Club for this requirement is the labor required to add the materials to the packets. If this is done when the packets initially are assembled, the impact of this requirement should be minimal.

The Registration Committee also should be responsible for distributing the Registration Packets and Goodie Bags as participants check in.

Show Weekend Procedures

The green Classification Sheet will be received from the Classification Crew with the two- to four-letter class designator already written on it. The Registration Crew then should assign the next sequential number to the car and fill it in on the green Classification Sheet in order to complete the full Registration Number. The complete Registration Number then should be transferred to an MCA-supplied dash card and handed to the registrant with instructions to place it in the lower left corner of the dashboard. The green Classification Sheet should be kept and added to the stack to be couried to the Tally Room.

If parking spaces or parking areas are assigned to participants during Registration Check-In, the assigned space or area should be written on the green Classification sheet in **red** ink. This will greatly assist in locating cars during judging.

Once a participant is finished at Registration Check-In, they should be instructed to proceed to Parking (or the Event Photo area, if applicable).

Parking Committee

As part of the task of managing the flow of traffic around the show site, the Parking Committee should be responsible for acquiring, installing, and removing any direction signs, traffic cones, construction barrels, etc., needed to do its job efficiently. This committee must work closely with the Judging/Classification Committee and the Registration Committee to assure a coordinated and orderly flow of show car traffic through the registration process. It also must work with the Sponsor/Vendor Committee to handle the safe and orderly movement and setup of vendors, corporate sponsors, and pony corral vehicles.

Highly visible, strategically placed traffic signs leading up to the Classification Inspection, Trailer Parking, and Spectator Parking entrances will help tremendously in reducing bottlenecks caused by confused drivers. Another excellent way to improve participant awareness of the desired traffic patterns is to prepare a map showing traffic flow and the location of parking areas for all three vehicle types: Show, Tow, and Spectator. This map should be incorporated into the multi-page show flyer, sent in the confirmation packet, and/or posted on the show website.

There should be at least one parking person at each open entrance to the show site. This person should be equipped with a map to help redirect individuals who have arrived at the wrong entrance. Traffic cones, barrels, or some other highly visible obstruction should be located at each closed-off entrance.

Classification Inspection Team members should be able to direct show cars to Registration Check-In, if it is located close by. After Registration Check-In, show vehicles should come under the direction of the Parking Team until they reach their final destination. Parking Team members should be stationed close enough together so that show car drivers will always be able to see the Parking Team member they are headed towards. There is nothing more frustrating to a participant than to feel lost amidst a sea of friends and competitors!

Vendor, Corporate Sponsor, and Pony Corral traffic should enter the show site from an entrance separate from that used for Classification Inspection. The Parking Team or Vendor/Sponsor Committee member(s) responsible for leading vendors to their assigned spaces should, of course, be stationed at the Vendor entrance. These volunteers should personally lead each arriving vendor directly to their space and inform them of their precise boundaries. This personal attention not only creates goodwill with the critically important sponsors, but also helps avoid encroachment problems as the final vendors arrive.

Spectator vehicles and car trailers, if parked on the show site, also should enter through separate dedicated entrances, if at all possible. Spectator parking should be sufficiently segregated so that parking assistance is not necessary. Car trailer drivers, on the other hand, often do not park in the most efficient and compact manner, if left to their own devices. Consequently, at least one Parking Team member should be responsible for directing car trailers into designated spaces. This may not be necessary if there is an overabundance of trailer parking space available. Some trailered vehicle owners will prefer to unload their cars on the show field as close as possible to their intended parking space. If this can be accommodated in an orderly and safe manner, it should be allowed. The farther from the show site that trailer parking is located, the more likely this request will be.

Efficient communication is essential to the smooth operation of the Parking Team. The best way to achieve this is through the use of Talkabout-style two-way radios. These radios are inexpensive enough so that every member of the Parking Team should be encouraged to own one. Since this type of radio likely will be used by other show teams (such as Judging), a separate frequency should be used for each major Team to avoid excessive radio traffic. A list showing the frequency used by each team should be distributed before the show begins to each show volunteer who has a radio. This will help facilitate cross-Team communication during the event. Safety always should be a driving factor for the Parking Team. Each member of the Parking Team should wear a brightly colored safety vest or T-shirt with special markings. Special care also should be taken to avoid blocking fire lanes.

Publicity and Special Publications Committee

This committee is responsible for the advertising and publicity for the show. The success or failure of this committee will have a significant impact on the success or failure of the show as a whole! In order to attract the number of show cars that all the committees are basing their estimates on, the Publicity and Special Publications Committee must get the word out about the show early and often.

Show Flyer with Registration Form

☐ [MCA REQUIREMENT: The flyer must be reviewed by the National Show Committee prior to printing and distributing.] The one-page Show Registration Form should be the first activity of the Publicity and Special Publications Committee. This should be done as soon after the show is awarded as possible. The Registration Form will need to change as new sponsors are added and additional information becomes available, but every effort should be taken to make the first version as accurate as possible. Information that might, or is expected to, change should not be included on the early versions of the Registration Form. The primary reason for creating a Registration Form so early is so that copies can be handed out at prior year MCA Nationals and other local car shows. This helps build awareness and interest for the event, even if all the details are not yet available.

Some clubs choose to expand on the one-page Registration Form by producing a two- or four-page Show Flyer. One page of the Show Flyer should contain the Registration Form, whereas the other page or pages are devoted to providing additional information about the show. To avoid unnecessary printing costs, the Show Flyer, if produced, should be delayed until most of the details, and especially the primary sponsors, are known and not likely to change.

The content and layout of the Registration Form itself is very important. A great deal of information must be conveyed on a single page. The best source of inspiration for designing a Registration Form is recent issues of Mustang Times. Any National Show Registration Form that appears in Mustang Times has been checked and rechecked for accuracy and completeness so it should serve as an excellent example of a good design.

Event Listings on the Internet and in Magazines

In the fall of the year preceding the show, this committee should begin submitting event listings to any publication or website that will take them. Text-only event listings usually do not cost anything so they should be placed in as many places as possible. Printed publications do have significant printing lead times though, often as much as 60 or 90 days, so those listings must be submitted early. By January of the show year, listings should begin appearing in the key automotive and Mustang-oriented magazines and websites.

The event name, dates, location, and contact information are the primary details that should appear in text-only listings. Additional information about the host hotel, activities planned, registration costs, etc. also can be helpful, but should not be included until such information is not likely to change.

Display advertising in national magazines such as Mustang Monthly or 5.0 Mustang usually is prohibitively expensive and not generally recommended for this purpose. The one exception to this rule is the MCA national publication, Mustang Times. Each MCA National Show receives two full-page ads in Mustang Times free of charge. The Grand National receives one extra full-page ad for a total of three. Additional ads can be purchased at a 10 percent discount off the current advertising rate. Ads for Mustang Times must be received by the Mustang Times Editor prior to the published submission deadline in order to assure inclusion in the desired issue. It is strongly recommended that the Registration Form be used as the ad copy for the full page ad in Mustang Times.

☐ [MCA Requirement: *Ads for the National Show that are placed in Mustang Times by the Host Club must contain the logos of all MCA Corporate Sponsors. Additionally, these ads must be reviewed by the National Show Committee Chairman and the Mustang Times Editor before they can be printed in Mustang Times.*]

Club and/or Show Website

If the Host Club already has a website, or if it has members with the expertise to create one, serious consideration should be given to creating one or more web pages about the National Show. Web pages provide a relatively inexpensive way to convey a large amount of information about the National Show to a very large audience. Another advantage to a website is that the information can be kept current much more easily and cheaply than with printed materials. If the Host Club has an existing website, it is possible to register a new domain name just for the National Show and have it "forwarded" to a page on the club website for less than $20. Whether a new domain name is created or a page on an existing site is used, this web address or "URL" should be used in ALL advertising and publicity associated with the show. If this is done, the public will always know where to go (on the Internet) to easily find the latest details about the event.

If a website is used, one of the most important things to have on it is the Registration Form. The best option is to have someone create an Adobe Acrobat (PDF) version of the form and post it on the website for people to download. If that option is not readily available, most current word processing programs such as Microsoft Word and WordPerfect are capable of saving the Registration Form document as an HTML page. That page then can be placed on the website for visitors to print directly from their browser.

Local Media Publicity

A large portion of participants, particularly in the Occasional Driver and Daily Driver classes, come from the local community. For this reason, it is very important to schedule announcements about the event in the local media outlets. If any of the proceeds from the event will be donated to a local charity, most media organizations are quite willing to announce the event in a Public Service Announcement at no charge to the club. Local sponsors that routinely purchase print and television ads also may be willing to mention the show in ads run just before the event. The Host Club should work with the local radio stations, television stations, and newspapers to get the word out about the event. Where possible, major sponsors should be mentioned in the ads.

Another source of local publicity is the Chamber of Commerce and/or the Convention and Visitors Bureau. Either of these organizations may be willing to provide brochures about local points of interest. These brochures can be handed out in the registration packets or possibly even mailed to registered participants in a confirmation packet. Some community service organizations like this are even willing to assist with bulk mailing of confirmation packets, if their materials are included.

Show Program - Optional

A Show Program can be a tremendous income producer for a Host Club, but ONLY if the Publicity and Special Publications Committee has sufficient resources to sell the advertising space and then handle the layout and printing of the publication. This activity is only recommended for larger clubs with significant numbers of volunteers. In most cases, a relatively large number of ads must be sold before a program will turn a profit over the printing costs. If the decision is made to do a program, this committee should contact MCA regarding corporate sponsor requirements.

Awards Committee

The Awards Committee is responsible for designing, choosing, and purchasing awards for the winning show cars, dash plaques for all participants, and any other gifts or special awards that the Host Club would like to hand out. The Awards Committee also is responsible for coordinating the volunteers needed to hand out awards during the awards ceremony at the end of the show. The Awards Committee should work with the Hotel and Special Events Committee to determine the best time and location to hold the awards ceremony on Sunday afternoon.

Car Show Winner Awards

Quality awards (either plaques, trophies, or specialty items) are part and parcel of an MCA National Show. MCA does not impose any requirements on the cost or style of the awards; however, participants at MCA National Shows have come to expect awards befitting the event. Poor quality awards will leave a negative impression in the minds of participants and the MCA. This could in turn reduce turnout at subsequent regional shows as well as jeopardize the possibility of being granted another MCA National Show in the future.

☐ [MCA Requirement: All Retired entries receive a show trophy, but do not pay a registration fee. As of 2009, there are 62 classes with three levels of awards (Gold, Silver, Bronze or First, Second, Third). Also, ties commonly occur in a number of the classes. Past history shows that approximately 70-75% of the cars entered receive awards/trophies. We are working to get this percentage down so the awards mean more to the winners and the host club has less expense. The percentage of early model vs. Late model has been changing toward more late model cars, approximately 60/40 late to early. Trophies/awards for a National Show will probably be in the $5,000 to $7,000 cost range.

Conservator Award:

☐ [MCA Requirement: The entry fee for cars in the Conservator class is $20.00. All Conservator cars MUST be pre-registered, there are no exceptions. Conservator cars will receive a show trophy. They will receive an award plaque will be the first show and “conservator” plates for their plaque at future shows. Please send the information for all Conservator entries to the National Show Judging Secretary as soon as you can after you receive it. The plaques must be specially engraved for each award and we need lead time. New entries in the Conservator class will not have a Permanent number assigned until they attend their first show. Those entries must be sent to the National Show Judging Secretary as soon as you receive them so they can be assigned a number and the base plaque can be made. ALL show registration information must be sent to the National Show Judging Secretary no later than a week before your show.

Dash Plaques

As is typical of most regional one-day shows, MCA National Show participants usually expect to receive a “dash plaque” commemorating their attendance at the event. These are usually small (4” by 3” or so) metal plates with the event logo silk screened on them, but can be any momento you wish to use. Enough dash plaques should be ordered so that everyone that participates will receive one in their Registration Packet.

Tokens of Appreciation for Judges

Although not a requirement, it is customary for the host club to offer a gesture of appreciation to the volunteer MCA judges that contribute most of their Saturday to making the judged show possible. A gift often used at past shows is a ball cap displaying the show logo and the words “MCA Judge.” In addition to being thoughtful, this gift also serves the purpose of identifying the judges to show participants. Other gifts that have been given include specially printed t-shirts, clipboards, and kneeling pads. If judging gifts are given, the fairest method of distribution is to provide an appropriate number of gifts to each judging team leader for that person to distribute to their team along with the judging sheets they are expected to complete. For a National event, about 75 gifts would be needed whereas for a Grand National, about 100 gifts would be required.

Show Weekend Schedule

The host club may choose to allow vendor setup on Thursday; however, Registration Check-In must not begin until Friday morning.

Friday

☐ [MCA Requirement: *Official show hours on Friday must be 8 a.m. to 5 p.m. Classification and Registration Check-In must begin at 8 a.m. on Friday and continue until 5 p.m.*] Since the MCA officials needed for the Classification process will not arrive until Thursday evening, Registration Check-In must not begin before Friday morning. ALL OF YOUR PEOPLE SHOULD BE IN PLACE AND READY TO OPERATE BY 7:30 AM. IF AVAILABLE, THE MCA CLASSIFICATION TEAM WILL BEGIN EARLY BUT NO LATER THAN 8:00 AM.

Saturday

☐ [MCA Requirement: Official show hours on Saturday must be 8 a.m. to 5 p.m. Classification and Registration Check-In must begin at 8 a.m. and continue until 11 a.m. Classification and Registration Check-In must end promptly at 11 a.m. on Saturday.] **CARS MUST NOT BE ALLOWED TO START OR LEAVE BEFORE 5:00 PM WITHOUT THE HOST CLUB OFFICIALS PERMISSION AFTER CONSULTATION WITH THE NATIONAL HEAD JUDGE(s)….THIS MUST BE ENFORCED!!**

Sunday

☐ [MCA Requirement: Official show hours on Sunday must be 8 a.m. until the end of the awards presentation.]

☐ [MCA Requirement: Cars that leave the show site without permission prior to the awards presentation are automatically disqualified.]

After the MCA National Head Judge(s) have certified the winner results provided by the MCA Judging Secretary, the winner list will be provided to the Show Chairman.

It is customary for the MCA President to say a few words to the audience and present MCA awards before the awards presentation begins.

☐ [MCA Requirement: *During the awards presentation, class winners must be announced in the order the classes appear on the MCA Judging Classes sheet beginning with Division I Class AT and proceeding in order through each sequentially higher Division. The only exceptions are the Conservator and Retired classes, which are presented by the MCA President at the beginning of the Awards Ceremony.*]

Post-Show Responsibilities

Documentation for Corporate Sponsors

MCA Corporate Sponsors have various requirements that must be met. The MCA Treasurer will provide the Host Club with a letter detailing those requirements at the beginning of the show year. The most common requirement is to provide photos showing how the sponsor was represented at the event. This might include pictures showing corporate banners hung in high traffic area, pictures of posters or catalogs being handed out to participants, or pictures of donated "door prizes" being distributed.

Winner Follow-ups

The Host Club may choose to offer theme photos (for example pictures of the participant's car in a locally interesting setting), engraved award nameplates, or some other personalized items at the event. If items of this type are planned, that planning should include efforts to deliver those items to purchasers and/or winners in a timely manner after the event. In order to ensure that participants have reasonable expectations for when to expect delivery, the expected delivery schedule should be well publicized during the show.

Final Accounting to MCA

☐ [MCA Requirement: *Within 30 days after the completion of the event, the Host Club must provide the MCA Treasurer with an accounting of the number of non-MCA participants that registered for the show along with a check for the extra $10 collected from each of those participants(this will be deleted beginning in 2013).*]

☐ [MCA Requirement: *Within 90 days after the completion of the event, the Host Club is required to send a copy of the final balance sheet to the MCA National Show Committee Chairman.*] This information will be used by the National Show Committee to assist future show applicants in their budget preparations.

☐ [MCA Requirement: *Within 90 days after the completion of the event, the Host Club must provide an electronic and a printed copy of the registration database to the National Show Committee. If registration data were not collected on a computer, then the Host Club must provide copies of all registration forms to the National Show Committee.*] This information will be used by the Show Committee for statistical analysis of show participants. This analysis will help better estimate judging class sizes, trophy requirements, hotel room needs, and other things. [MCA Requirement: *Within 90 days after the completion of the event, the Host Club must provide the National Show Committee with an approximate count of attendees for any formal social gatherings held during the show.*] As with the registration database, this information will be useful in estimating future banquet needs.

If the Host Club fails to fulfill all final accounting requirements in a timely manner, the National Show Committee will have the option of disqualifying the Host Club from consideration for future National Shows for a period of seven years.

MCA National Show Committee Follow-up

Every National Show offers opportunities to learn new ways to improve the process. With that goal in mind, the National Show Committee will solicit comments about the show from a number of sources and then create a post-mortem report of the event. These actions should include:

1. Solicit comments from MCA Board members in attendance
2. Solicit comments from small random selection of registrants
3. Solicit changes to the National Show Guidelines from the Host Club

This report will list the good, the bad, and the recommended improvements (with the author of each comment noted in the report). A summation section in the report will list the recommendations of the National Show Committee regarding future awards to this Host Club.

Show Guidelines Disclaimer

Please note that these guidelines are subject to change. The host club will be required to follow the guidelines that are received with their MCA show contract at the time of show award.

Appendix A – Application to Host a National Show

The following pages contain the standard application form. If desired, another document may be substituted for this form provided all of the information requested on the standard form is included in the substitute document.

MUSTANG CLUB OF AMERICA

4051 Barrancas Ave., PMB 102

Pensacola, FL 32507

Phone/Fax 850-438-0626

PROPOSAL FOR HOSTING A NATIONALLY SANCTIONED SHOW

SHOW INFORMATION

Date prepared and submitted: _____

Host Regional Group: _____

Show Dates: _____

Alternate Dates (Required): _____

Show Site: _____

Typical Weather: _____

Hotel Accommodations: _____

Main Hotel: _____

Address: _____

Phone: _____

Additional Hotels: _____

Describe Show including any special features: _____

_____

_____

_____

Show sponsors: _____

_____

_____

_____

Proposed Show Organization (Provide name, address, and phone):

Show Chairman: MCA # _____

Show Head Judge: MCA # _____

Show Registrar: MCA # _____

PROPOSED BUDGET:

Estimated Income	Number	Cost Each	Total
A. Car entries			
B. Vendor spaces (10’ x 20’)			
C. Pony Corral			
D. Program Advertisements			
E. Banquet, etc.			
F. Sponsors			
G. Miscellaneous (t-shirts, etc.)			
Total Estimated Income			

Estimated Expenses	
A. Publicity (Forms, ads, phone, printing, mailing, tickets, etc.)	
B. Programs	
C. Local Arrangements (Facility rentals, security, signs, etc.)	
D. Social Functions (Banquet, etc.)	
E. Trophies and other prizes	
F. Other	
Total Estimated Expenses	

Regional Group Information:

Name: _____

Headquarters Address: _____

Officers :

	NAME	ADDRESS	PHONE
President			
MCA #			
Vice-President			
MCA #			
Secretary			
MCA #			
Treasurer			
MCA #			

Total number of members: _____

Number of active members: _____

Number of MCA members: _____

Previous shows hosted (include dates, locations, and size):

1. _____
2. _____
3. _____
4. _____

Previous MCA National/Grand National Shows attended by Show Committee Members:

1. _____
2. _____
3. _____
4. _____

Appendix B – Officer Acknowledgements

I hereby acknowledge that I have read and understand this National Show Guidelines document (version 2011.01) and, under the authority of my appointed position, do hereby commit _____, an MCA Regional Mustang Club, to the successful accomplishment of these purposes.

_____ _____

Show Chairman Date Regional Club President Date

I hereby acknowledge that I have read and understand this National Show Guidelines document (version 2011.01) and, under the authority of my appointed position on, do hereby commit the Mustang Club of America to the successful accomplishment of these purposes.

_____ _____

MCA President Date MCA Show Committee Chairman Date

Appendix C – Insurance Coverage Form on next page

MCA Event Insurance Application

Print Form

Heacock Classic
COLLECTOR CAR INSURANCE

REGION INFORMATION

Club Name: _____

Address: _____

City/ST/Zip: _____

Date of Event: _____ Number of Expected Cars: _____

Location of Event: _____

_____

Check Event Type:

☐ Track Event ☐ Car Show ☐ Autocross ☐ Road Tour
☐ Social Event ☐ Cruise-in ☐ Auction or Raffle
☐ Other (Describe) _____

_____

* Has an agreement, contract, or permit been executed for the use of the event location? ☐ Yes ☐ No (If yes, please include a copy of the agreement.)
* Will there be paid spectator attendance? ☐ Yes ☐ No
* Will the chapter be selling food or beverage? ☐ Yes ☐ No
* Will alcohol be sold or distributed? ☐ Yes ☐ No (Note: This policy does not cover Liquor Liability for selling alcohol.)

CONTACT INFORMATION

Club Representative: _____

Email: _____

Daytime Phone: _____

Certificate Holders:
Will a certificate of insurance be required for a third party? ☐ Yes ☐ No
If "Yes", please list all additional insureds (with address) to be included on the certificates along with their business relationship to your club. (ie: land or building owner, sponsor, etc.)

_____
_____
_____
_____
_____
_____

Note: This is not an Automobile Liability Insurance policy. No coverage is provided for claims arising from the operation of automobiles or motorized vehicles. _____ (Initial)

AMERICAN SPECIALTY INSURANCE & RISK SERVICES, INC. for the insuring Company, shall be permitted but not obligated to inspect the INSURED'S property and operations for UNDERWRITING AND/OR LOSS CONTROL PURPOSES at any time. Neither the right to make an UNDERWRITING AND/OR LOSS CONTROL EVALUATION nor the making thereof nor any report thereof shall constitute an undertaking, on behalf of or for the benefit of any insured, or others to forecast any accident or its severity or determine or warrant that such property or operations are safe or healthful, or are in compliance with any engineering standards, rules, or regulations. The establishment of underwriting criteria and UNDERWRITING AND/OR LOSS CONTROL EVALUATIONS ARE FOR THE SOLE PURPOSE OF DETERMINING THE INSURABILITY OF CERTAIN PROPERTY AND OPERATIONS, underwriting, and seeking to reduce claims against insurance and are not for the benefit of any insured or third party. The Insured is solely responsible for the safety of its property and operations and shall not rely upon any UNDERWRITING AND/OR LOSS CONTROL evaluations or activities to determine the safety of its property or operations and shall not diminish or forego its own safety practices and procedures.

I UNDERSTAND THAT ANY FALSE OR MISLEADING INFORMATION ON AN APPLICATION MAY BE SUBJECT TO CRIMINAL AND CIVIL PENALTIES.

I hereby represent and confirm that the above information, to the best of my knowledge, is true and correct and further certify that I have read all of the questions and answers of these applications.

IT IS UNDERSTOOD AND AGREED THAT THE COMPLETION OF THIS APPLICATION SHALL NOT BE BINDING EITHER TO THE PROPOSED INSURED OR TO THE COMPANY UNTIL ACCEPTED BY THE COMPANY OR COMPANIES IN WRITING.

_____
Signature of Chapter/Region Representative **Date**

Send completed and signed application to:

Mustang Club of America, Inc.
4051 Barrancas Ave.
Barrancas PMB 102
Pensacola, FL 32507

Fax: (850) 968-4333
Email: mcaofficemanager@cox.net

Agent for MCA:
Heacock Classic (Heacock Insurance Group, Inc./dba)
CA License No. OB71868
Managing Agent:
American Specialty Insurance & Risk Services, Inc.
Insurance Carrier:
Philadelphia Insurance Company (Rated A+)