

BMW CCA is launching a new biannual premium regional print magazine celebrating the BMW enthusiast lifestyle: *BimmerLife*. Under development for nearly two years, this new publication will showcase the best aspects of the BMW enthusiast lifestyle for members in each of the Club's five regions.

A key part of BMW CCA's regional *BimmerLife* magazine will be the large section devoted to profiling and providing important information and articles about each individual BMW CCA chapter. Each issue will have a two-page spread reserved for each chapter automatically, with an additional spread available upon request, space permitting.

On this page, please find detailed requirements for content submissions for the upcoming Spring/Summer

2020 print issue of *BimmerLife*, which should hit members' mailboxes and dealer showrooms in March 2020.

The criteria outlined apply to all chapters, and close adherence to the requirements will facilitate a smooth process for all involved.

More importantly though, this is a time to for each chapter to shine, and a remarkable opportunity to show off what makes the local BMW community behind it special, unique, and worthy of the company brought by fresh faces. Just as with each location or region being different, each BMW CCA chapter is varied in its own unique way, and *BimmerLife* is where we can showcase the multi-faceted lifestyles that come together to make this club great.



## CHAPTER CONTENT CRITERIA:

### THE BASICS

- **Chapter Logo**  
(high resolution of 300dpi or in vector format)
- **Chapter Officers**  
List with contact information
- **Annual Event Calendar**  
List with event names, venues/locations, and dates
- **Chapter Profile**  
A 300-word profile article and three high resolution (300 dpi)/quality photos

**ABOUT THE OREGON CHAPTER**

Oregon is an amazing place, an environment of unparalleled natural beauty and variety. Imagine piloting your BMW through verdant forests and every breathtaking coastal vista, or roller coaster road past lakeside vineyards. Challenge your driving skills as you twist through rugged mountains, or relax as you drive into a serene sunset above high desert plateaus after a day of exhilarating driving. This is why we love Oregon!

Imagine also enjoying the company of other like-minded enthusiasts, show who are as passionate about BMWs and driving as you are. Whether you're into classics or modern cars, there's something for every enthusiast in the Oregon Chapter. When the chapter was formed, our founders wanted to provide an organization that would not only fully immerse itself in the region's natural beauty, but provide multiple driving and social events very month.

The Oregon Chapter focuses its popular "Winter Celebration, a Wine Country Tour, the Coast Tour, our comb at the Rose Cup and Portland Vintage Race, the Marshall Long hillclimb, and our signature event, Motorfest. In addition, throughout the year we enjoy visiting local shops to learn about the services they offer.

We're a very social group, and keep in touch with all our members via our contemporary website, professional e-mail process, a full-featured Facebook, and Instagram. All our driving events are planned by experienced crew coordinators, and every effort is made to ensure a fun and safe driving experience.

But great as our events calendar is, the best thing about the Oregon Chapter is the people. Friendliness and enthusiasm are contagious in such a place. At the end of a day of epic driving, amazing scenery, and amazing meals, you'll have great memories made with your new friends from the Oregon Chapter!

**9TH ANNUAL OREGON MOTORFEST**

Motorfest is the signature event for the Oregon Chapter, since 2010, the first year of our chapter's existence. Of all of the events we run each year, this is the most fun and most attended. Motorfest brings together members from all over our territory of Oregon and Southwest Washington, as well as members from other chapters and cars from as far away as British Columbia.

Motorfest is our chapter's fundraising event for our local charities. This year, we partnered with MedShare. We truly do our best to support their vital program for our community. We are proud of the donations we were able to provide to MedShare, which based on the generosity of our members through registration fees and raffle donations.

This annual event is a celebration of all types of BMW's, a social event that brings together members with all kinds of interests and preferences. The latest 34 car, the most classic, the daily driver, all are admitted and appreciated. It's a social event, with the unique opportunity for members to connect with owners of their type of BMW, and the chance to meet owners of very different BMW's. "Which one did I want to buy next? I would really like to buy an E30 Touring. Talk to Cassen?" "Oh, look at that!" "The never own one of those babies!" "I am not a club person, about made for my car."

For the last four years, your chapter president Dan House has run outstanding Motorfest events!

**WHAT ARE THE FEATURES OF MOTORFEST?**

We have an all-ages tent for participants to drive, one from Portland, and one from Vancouver. Raffle sheets are given to participants who meet at the show meeting to receive the raffle and donate sales proceeds and tickets. Outside the gate, participants are checked in from the Motorfest registration list and given their registration packets. Program guide participants to their parking spots based on the class listed on their dash cards. This year's featured car was "blackbirds." This included touring models, X-Drive, Z3 Coupe, and Z3 Car. Music, food, and drink tents are set up at the leisure venue with vendor, sponsor, and merchandise tents in the Motorfest village. "You are now ready for fuel!"

Special thanks to our sponsors and partners who have graciously contributed to help make Motorfest an annual tradition.

- Blue/MotorWeeks
- CruiseSpeed
- Enthusiast Media Group
- Fuel And The Apparel
- Old Drive Books
- Wheelz & BMW

Make plans to join us next September at Motorfest, we promise that you will have a great time!

### SINGLE-PAGE FOR ARTICLE(S)

- Word count range from 800 to 1,000 (or can be broken into smaller articles)
- At least two high-quality, high-resolution photos that are relevant to the subject
- Focus on club events, activities, and chapter community and presence that showcase the BMW enthusiast lifestyle as experienced in the chapter.

### HOW TO SUBMIT

- Send your articles and photos (high resolution only) to [RegionsEditor@bimmerlife.com](mailto:RegionsEditor@bimmerlife.com)
- We will also create a special upload link for each chapter that will let you easily send in larger files if needed.