

AZPCA Event Planning Procedures & Guidelines

Pre-event planning

- Submit event title, date(s), and location to Vice President (vicepresident@az.pca.org) for inclusion on the Planning Calendar (no other details are included on the Planning Calendar).
- Please do not share the Planning Calendar link with others who are not board members/chairs/event planners, as we don't want the general membership asking about events that are not yet official.
- Determine event details: Location address, start/end times, etc. Details will vary based on type of event.
- Determine costs (e.g., dinner, entrance fees); pre-paid or paid by attendees at destination.
- Provide information for event promotion
 - Submit event details well in advance, so the event can be posted on the website calendar, promoted in *GP* and in email blasts, and to give members plenty of time to make plans to attend
 - Website
 - Type of event (some events are appropriately labeled as more than one type of event: "Social" and "Driving Tour," for example)
 - Autocross
 - Concours and Car Shows
 - Driver Education
 - Driving Tours
 - Social Events
 - Tech Sessions
 - Promo of the event: This should be a "marketing" description; tell people WHY they should plan to attend this event. Include a description of the event, photo(s), venue info, schedule summary, points of interest, meals/menu, etc. It is not necessary, and often inadvisable, to include *all* details on the website, such as specific staging location for a driving tour, as you don't want people showing up for an event without registering. More specific details should be provided on the registration event page in MotorsportReg.
 - Submit to webmaster@az.pca.org
 - Registration page on MotorsportReg.com
 - Provide event details, including summary of event, detailed schedule, venue address, photo(s), meal menu, cost per person, etc.
 - Some info is best provided to registrants after they have registered, either in the MSR confirmation message or in communications from the event planner
 - Indicate maximum attendance cap, registration deadline, payment now or deferred, and any other information required to set up registration for the event
 - Submit to registrar@az.pca.org
 - Promotional "ad" in *Going Places*
 - Can be a PDF flyer or a document in Word format
 - Not necessary to include all details — as with the website, this should be a "marketing" description, telling people WHY they should plan to attend the event. A link to the website event page will be included when the event promo is published in *GP*.
 - Submit to newsletter@az.pca.org

- For “moving car events,” submit information to the Vice President for PCA insurance application (*Certificate of Insurance*, or COI), at least 30 days in advance of the event date
 - Location (Starting point & Ending point for driving tours)
 - Estimated number of cars
 - Estimated number of attendees

*Contrary to what you might think, PCA does *not* consider Concours events as “moving car events.” Concours events are considered to begin at start of judging, after all cars are placed.

After event

- Reports
 - For all moving car events (DE, Autocross, Driving Tours, e.g.) submit [PCA Post Event Report](#) within 5 business days after the event (event planner/tour leader) *Note: you must be logged on to your PCA account to access the form*
 - Solicit a participant to submit [PCA Observer Report](#) (*not* event organizer; submitter must be logged on to their PCA account to access the form)
 - If an incident occurs at an event involving property damage, personal injury, or verbal altercation, this should be reported to the PCA national office as soon as possible. See guidelines in the PCA Region Procedures Manual ([RPM](#)).
- Photos
 - Send a request to the club photo site moderators (photos@az.pca.org) to have a gallery set up for participants to upload event photos; the moderator will send you the link for participants to upload photos and videos
 - When you get the link, send a request to registrar@az.pca.org to have the link forwarded to the event participants
- Deliver signed waiver sheets to the club Secretary for filing (retention 4 yrs, 1 month)

Resources

- PCA Region Procedures Manual (2025)
 - <https://mediaassets.pca.org/docs/formsanddocs/114/RegionProceduresManual20251.pdf>
- AZPCA Driving Tour Planning
 - <https://az.pca.org/club-events/driving-tours/>
 - [Driving Tour Planning Procedures](#)