

MMDA
MANITOBA MOTOR
DEALERS ASSOCIATION

DRIVE!

2023

**INDUSTRY CELEBRATION
SPONSORSHIP PACKAGE**

— SUPPORT OUR —
DRIVE FOR EXCELLENCE

301-1780 Wellington Avenue, Winnipeg, Manitoba. R3H 1B3

Geoff Sine, Executive Director & CEO
P: 204.985.4200 E: gsine@mmda.mb.ca

mmda.mb.ca

A STRONG INDUSTRY NEEDS STRONG PARTNERS

When you support MMDA you're supporting the franchised new vehicle and heavy truck dealers of Manitoba. As an economic driver, it's important to keep our industry healthy so that all parties, including yours, can continue to thrive.

Your support contributes to a healthy automotive industry as MMDA works to:

- Recruit, train, and promote jobs in the industry, especially for qualified technicians.
- Enable access to related education opportunities through scholarships and bursaries.
- Liaise with the government and regulatory bodies on behalf of our members.
- Present a united voice on behalf of our dealer members, negotiating with regulatory bodies, government, and agencies.
- Provide funding to continue improving industry sales training programs, ensuring our industry has the most ethical, highest trained individuals working within it.
- Promote safety through the Sales and Service Safety Association, offering tailored safety program designed for industry needs.

MMDA SPONSORSHIP OPPORTUNITIES

DRIVE! EVENT SPONSOR BENEFITS

Sponsor the annual Drive! industry event:

- Every year the MMDA hosts Drive!, a marquee event where Dealer Members and Associate Members come together to network and celebrating excellence in sales—it's a night of fun and a time to deepen relationships and meet new contacts.
- This is an opportunity to associate your brand with ours and have your brand name/logo prominently displayed at the event.
- This fundraising event supports the MMDA's activities year round

Support our Scholarship Fund:




Your funds support ten scholarships valued at \$1,000 each are awarded annually to assist Manitoba students at a secondary or post-secondary level who are pursuing an education that could lead to employment within the automotive industry.

The benefits include:

- Name and/or logo recognition on scholarship promotional material



SPONSORSHIP OPPORTUNITIES

TIERS	SPONSORSHIP	EVENT REWARDS	TOTAL EVENT TICKETS	OFFICIAL ANNUAL SUPPLIER
Velocity 	\$35,000+	<ul style="list-style-type: none"> • Exclusive Industry Celebration Sponsorship Rights • Display your own signage • Option to present Top Salesperson Award • Includes all rewards from lower tiers • Use of Official Supplier designation along with the MMDA logo • Special Activity Category assignment (Food, Entertainment, Bar, Celebrity, etc.) • Email signature marketing 	Complimentary: 6 Discounted: 6	<ul style="list-style-type: none"> • Invitation to the Board of Directors' Christmas Dinner • Standard Official Supplier Benefits • 2 Seminar/Webinar Lead Sponsor • Scholarship Sponsor Benefits • Standard OAS Benefits • Company recognition at 4 MMDA webinars • Feature article in every ebulletin • Company recognition on 4 quarterly mailouts
Turbo 	\$20,000+	<ul style="list-style-type: none"> • Advertisement in the MMDA eNewsletter • Full-page promotion in the event program • Dedicated post on MMDA social media • Includes all rewards from lower tiers • Use of Official Supplier designation along with the MMDA logo 	Complimentary: 5 Discounted: 5	<ul style="list-style-type: none"> • Standard Official Supplier Benefits • 1 Seminar/Webinar Lead Sponsor • Scholarship Sponsor Benefits • Standard OAS Benefits • Company recognition at 2 MMDA webinars • Feature article in 6 ebulletin • Company recognition on 2 quarterly mailouts
Torque 	\$7,500+	<ul style="list-style-type: none"> • Invitation to attend the Presidents VIP Reception • Half-page promotion in the event program • Includes all rewards from lower tiers • Use of Official Supplier designation along with the MMDA logo • Opportunity to have a networking booth at DRIVE! 	Complimentary: 3 Discounted: 3	<ul style="list-style-type: none"> • Standard Official Supplier Benefits • Scholarship Sponsor Benefit • Standard OAS Benefits • Company recognition at 1 MMDA webinars • Feature article in 3 ebulletin • Company recognition on 1 Quarterly mailout
Ignite	\$5,000+	<ul style="list-style-type: none"> • Logo on tabletop display • Recognition on MMDA social media • Includes all rewards from lower tiers 	Complimentary: 2 Discounted: 2	
Octane	\$2,500+	<ul style="list-style-type: none"> • Logo on event web page • Acknowledgment in event program • Verbal recognition during the event • Logo sponsorship signage at the event • Logo displayed at the event 	Complimentary: 1 Discounted: 1	

THANK YOU

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