

MMDA
MANITOBA MOTOR
DEALERS ASSOCIATION

OAS

2022

OFFICIAL ANNUAL SUPPLIER



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

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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.

ASSOCIATE MEMBER **BENEFITS**

The MMDA invites industry partners and tertiary companies whose success is linked to ours to join as Associate Members. Our Dealer Members greatly appreciate the support you provide.

Associate Membership Eligibility

- Any company that actively works, provides supplies and services to our Dealer Members or wants to support the Automotive Industry.

Associate Member Benefits

- Stay connected to the companies and informed about the issues affecting the industry.
- Receive monthly e-newsletters from MMDA.
- Gain exclusive access to Canadian Automobile Dealers Association's (CADA) mailing list to receive e-newsletters and bulletins—there is no better way to stay informed about our industry.
- Get access to discounted services and preferred pricing for various products and services available to companies and individuals.
- Receive a complimentary subscription to Canadian Auto World Magazine.
- Opportunity to become a sponsor and Official Supplier.

Dealer Members

The MMDA is unique from other similar trade associations across Canada, as it has nearly full support—126 dealers accounting for **97%** of the province's new franchised car and truck dealers.

MMDA SPONSORSHIP OPPORTUNITIES

OFFICIAL ANNUAL SUPPLIER SPONSORSHIP

Enjoy Official Supplier status:

When you sign on as a Drive! sponsor you'll automatically join our select list of Official Suppliers. You'll receive the following benefits:

- Company logo displayed on the MMDA website
- Recognition in the annual President's Report
- Recognition in the MMDA e-newsletter with logo
- Pop up banner logo recognition for in-person events
- Access (or free attendance) to in-person events
- Exclusive sponsorship to in-person events

Promote your Association to MMDA:

- Receive an electronic toolkit to promote your association with MMDA (includes name, logo and social graphics)
- Add "Official Supplier of MMDA" (use MMDA logo) to advertising materials, website, special events and social media

Participate:

- Opportunity to sit on the Associate Members' Advisory Committee
- Opportunity to join the Social Committee

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




Event Sponsor Benefits:

- Name and/or logo recognition on scholarship promotional material
- Logo on tabletop display
- Recognition on MMDA social media
- 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
- Scholarship Fund recognition

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.

OFFICIAL ANNUAL SUPPLIER SPONSORSHIP:

TIERS	AMOUNT \$	BENEFITS
<p>Velocity</p> 	<p>35,000+</p>	<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 • Drive! Tickets (additional discounted rates) • 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
<p>Turbo</p> 	<p>20,000+</p>	<ul style="list-style-type: none"> • Standard Official Supplier Benefits • 1 Seminar/Webinar Lead Sponsor • Scholarship Sponsor Benefits • Drive! Tickets (additional discounted rates) • 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
<p>Torque</p> 	<p>7,500+</p>	<ul style="list-style-type: none"> • Standard Official Supplier Benefits • Scholarship Sponsor Benefits • Drive! Tickets (additional discounted rates) • 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

THANK YOU



CONTACT US

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