

**MMDA**  
MANITOBA MOTOR  
DEALERS ASSOCIATION

**DRIVE!**

2024

**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](mailto:gsine@mmda.mb.ca)

[mmda.mb.ca](http://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



**Velocity**  
\$35,000+



**Turbo**  
\$20,000+



**Torque**  
\$7,500+

**Ignite**  
\$5,000+

**Octane**  
\$2,500+

	Velocity \$35,000+	Turbo \$20,000+	Torque \$7,500+	Ignite \$5,000+	Octane \$2,500+
Event Tickets (Complimentary)	✔ 6 TICKETS	✔ 4 TICKETS	✔ 3 TICKETS	✔ 2 TICKETS	✔ 1 TICKET
Event Tickets (Discounted)	✔ 6 TICKETS	✔ 4 TICKETS	✔ 3 TICKETS	✔ 2 TICKETS	✔ 1 TICKET
Contribution to Dance-off prize (Minimum \$250)	✔	✔	✔	✔	✔
Eligible to sponsor additional networking events	✔	✔	✔	✔	✔
Acknowledgment in event program	✔	✔	✔	✔	LISTED
Logo on event web page	✔	✔	✔	✔	LISTED
Recognition on MMDA social media	✔	✔	✔	✔	
Logo on tabletop display	✔	✔	✔	✔	
Standard OAS Benefits	✔	✔	✔		
Opportunity to have a networking booth at DRIVE!	✔	✔	✔		
Half-page promotion in the event program	✔	✔	✔		
Invitation to attend the Presidents VIP Reception	✔	✔	✔		
Display your own signage	✔	✔	✔		
Contribution of prize at live auction (Minimum \$1k)	✔	✔			
Use of Official Supplier designation along with the MMDA logo	✔	✔			
Dedicated post on MMDA social media	✔	✔			
Full-page promotion in the event program	✔	✔			
Advertisement in the MMDA eNewsletter	✔	✔			
Email signature marketing	✔				
Verbal recognition during the event	✔				
Special Activity Category assignment (Food, Entertainment, Bar, Celebrity, etc.)	✔				
Use of Official Supplier designation along with the MMDA logo	✔				
Option to present Award Category Award	✔				

# THANK YOU

**MMDA** MANITOBA MOTOR  
DEALERS ASSOCIATION

— CONTACT US —

P: 204.985.4200  
E: [info@mmda.mb.ca](mailto:info@mmda.mb.ca)

[mmda.mb.ca](http://mmda.mb.ca)

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

