

**MMDA**  
MANITOBA MOTOR  
DEALERS ASSOCIATION

# OAS

**2026**

**OFFICIAL ANNUAL SUPPLIER**



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.

## 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.

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### **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:

- Send 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
- Video Promo on Social Media - Velocity

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### 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.

# MMDA SPONSORSHIP OPPORTUNITIES

## OFFICIAL ANNUAL SUPPLIER

### SPONSORSHIP

Company logo displayed on the MMDA website

Perks	 Velocity \$35,000+	 Turbo \$20,000+	 Accelerated \$10,000+	 Torque \$7,500+
	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	✓	✓	✓	✓
Invited to sit on the Associate Advisory Council (meeting 4x annually)	✓	✓	✓	✓
Logo on all brochures distributed	✓	✓	✓	✓
Scholarship Sponsor Benefits	✓	✓	✓	✓
Digital mailout	✓ <b>UNLIMITED</b>	✓ <b>6 MAILOUT</b>	✓ <b>4 MAILOUT</b>	✓ <b>1 MAILOUT</b>
Feature article in ebulletins	✓	✓	✓	✓ <b>1 MAILOUT</b>
Company recognition at MMDA webinars	✓	✓	✓	✓
Opportunity to supply swag items to students at all career fairs	✓	✓	✓	✓
Seminar/Webinar Lead Sponsor	✓ <b>UNLIMITED</b>	✓ <b>6 MAILOUT</b>	✓ <b>4 MAILOUT</b>	✓ <b>1X ANNUALLY</b>
Dealer Entourage for Educational Events	✓	✓	✓	✓
Earlybird Registration for events	✓	✓		
On-going Sponsorship Category Rights for Events	✓	✓		
Invitation to the Board of Directors' Christmas Dinner	✓			
Opportunity to present scholarship awards	✓			
Title Rights to Golf Sponsorship & VIP Sponsor	<b>40K+</b>			

## PROMO SPONSOR CAMPAIGN

JANUARY TO MARCH ONLY WITH 2 YEAR COMMITMENT

Accelerated + VIP Golf Sponsor (Savings of \$1,000)

\$14,000

Torque + Major Golf Sponsor (Savings of \$1,000)

\$10,000

# THANK YOU

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CONTACT US

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