



2020 WSADA Sponsorship

WSADA Dealer and Associate members are fundamentally tied to one another. Each group is inherently dependent upon the other to help their businesses be successful.

As the trade association that represents the state's franchised new car and truck dealers, WSADA counts on the support of industry associates to help it provide training and other important services and opportunities to its Dealer members. To aid in bringing these two groups together, WSADA offers Associate members several opportunities to promote their companies to dealers — including the annual convention and the Grassroots and Training programs.

Please review the "Sponsorship Levels" matrix printed on the reverse side that details the various benefits. In addition to annual dues, Associate members are required to maintain a minimum sponsorship commitment of \$1,500 and, if desired, may sponsor both the convention and the Grassroots and/or Training program. Only Associate members who sponsor at the Silver level and above receive an invitation to the annual convention.

Grassroots/Training Sponsorship pledges must be received by January 13, 2020, to be included in Dealership Day materials. Convention sponsorship pledges must be received by February 28, 2020, to be included in all Convention materials.

Please indicate below at which level your company wishes to sponsor in 2020. WSADA will send an invoice upon receipt of this form.

2020 Convention Sponsorship @ \$ _____

(please indicate dollar amount and see sponsorship levels matrix on reverse for benefits)

-  **Icon**
(\$50,000 and more)
-  **Diamond**
(\$25,000 – \$49,999)
-  **Platinum**
(\$10,000 – \$24,999)
-  **Gold**
(\$5,000 – \$9,999)
-  **Silver**
(\$2,500 – \$4,999)

 _____ 2020 Grassroots/Training Sponsorship @ \$2,000

 _____ 2020 Training Sponsorship @ \$1,500

Company Name _____

Contact Person _____

Address _____ Phone _____

City _____ State _____ Zip Code _____

Signature _____

Sponsorships totaling \$2,000 or more paid by credit card will be charged a 2% convenience fee.

Please FAX to 206-433-6301

Thank you for your support!

Sponsorship Levels

Yellow highlighted boxes refer to changes in sponsorship levels from last year

WSADA reserves the right to offer additional opportunities outside of the sponsorship matrix. Such offers will be determined on a case-by-case basis.



Icon

Diamond

Platinum

Gold

Silver

Grassroots/
Training

Training

CONVENTION BENEFITS

Recognition as a sponsor of all events year round	•						
Complimentary convention registration	• (Limit 2 couples)	• (Limit 1 couple)					
Reserved table with sign featuring company logo at President's Inaugural Dinner	•	•					
Number of couples that may register for WSADA Convention. A couple is one company representative and one non-employee guest.	• (Limit 6 couples)	• (Limit 5 couples)	• (Limit 4 couples)	• (Limit 3 couples)	• (Limit 2 couples)		
Invitation to attend exclusive Board of Directors' Reception	•	•	•				
Exclusive sponsorship of an event, speaker, or entertainment, as determined by WSADA, with recognition on promotional flyer and signage	•	•					
Sponsorship or co-sponsorship of an event, speaker or entertainment, as determined by WSADA, with recognition on promotional flyer and signage			•	•			
Sponsors may be assigned co-sponsorship of an event/speaker, entertainment, as determined by WSADA, or will be listed as a group as sponsor of an event					•		
Invitation to Meet & Greet reception for dealers and sponsors only	•	•	•	•	•		
Company listed in convention program, representatives listed in sponsor brochure and identified with sponsor-level ribbon on name badge	•	•	•	•	•		

ADDITIONAL BENEFITS

Complimentary use of WSADA meeting room for a company-hosted event (subject to availability; catering not included)	•	•					
Opportunity to submit a proposal for a WSADA webinar or workshop	•	•	•	•			
Upon request, one complimentary insert in WSADA's <u>Behind the Wheel</u> newsletter or Bulletin, plus for Icon and Diamond Level, an insert in the Convention Member meeting packet	• (2 inserts)	• (2 inserts)	• (1 insert)				
Upon request, one product or service announcement in WSADA Bulletin and on website.				•			
Invitation to exclusive dealer/sponsor event outside of convention	•	•	•	•			
Recognition at WSADA webinars and workshops	•	•				•	•
Invitation to Dealership Day (pledge must be made by Jan. 13 to be included in materials)	•	•				•	
Company link from WSADA website	•	•	•	•			
Annual recognition in WSADA Membership Directory and <u>Behind the Wheel</u> newsletter	•	•	•	•	•	•	•
Electronic copy of WSADA Bulletins, where appropriate, and Washington Auto Outlook monthly and quarterly sales reports	•	•	•	•	•	•	•
Opportunity to sponsor WSADA VIP Preview Party at Seattle International Auto Show, which includes invitation to the event	•	•	•	•			
Opportunity to attend and/or sponsor ENGAGE events (see sponsor brochure for details)	•	•	•				