



2024 WSADA Sponsorship

WSADA Dealer and Associate Members are fundamentally tied to one another. Each group is inherently dependent on the other to ensure the mutual success of their businesses.

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 provide training and other important services and opportunities to its Dealer Members. To aid in bringing these two groups together, WSADA offers Associate Members a variety of opportunities to promote their companies to dealers – including the annual convention, Engage Conference, the Grassroots and Training programs, and more.

Please review the “Sponsorship Levels” matrix printed on the reverse side that details the various benefits. In addition to annual dues of \$750, to support the industry Associate Members are required to maintain a sponsorship level ranging from Icon to Training. Only Associate Members who sponsor at the Silver level and above receive an invitation to the annual convention. If you have any questions or need further assistance, please email WSADA at info@wsada.org.

Sponsorships must be received no later than 30 days from the invoice date.

Please indicate below the level your company will sponsor in 2024. WSADA will send an invoice upon receipt of this form.

2024 Sponsorship @ \$ _____

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

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

 _____ 2024 Grassroots/Training Sponsorship @ \$2,000*

 _____ 2024 Training Sponsorship @ \$1,500*

** Already included in Icon and Diamond level benefits*

Company Name _____

Contact Person _____

Address _____ Phone _____

City _____ State _____ Zip Code _____

Signature _____ Email _____

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

Please EMAIL to info@wsada.org or FAX to 206-433-6301

Thank you for your support!

Sponsorship Levels

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

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 identified with sponsor-level ribbon on name badge	●	●	●	●	●		

ADDITIONAL BENEFITS

Recognition as a sponsor of all events year round	●						
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	●	●				●	
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 (NextGen Dealers) ENGAGE events	●	●	●				
Opportunity to present at WSADA Board of Directors in-person or virtual meeting	●	●	●				