

NIADA PARTNERSHIP OPPORTUNITIES

GENERAL INFORMATION

NIADA Member Services offers two exclusive partnership programs designed to maximize your exposure to our 15,750+ member dealers nationwide.

The first opportunity is a four-tiered National Corporate Partnership Program, NIADA's most prestigious partnership level, with a minimum combined annual branding/licensing fee and member marketing investment of only \$25,000.

The second is NIADA's National Member Benefit Program, whereby the vendor partner must offer a highly relevant or leading edge product/solution and a corresponding unique NIADA member product/service discount or special offer, along with a minimum combined annual branding/licensing fee and member marketing investment spend of \$15,000.

Besides the yearly minimum royalty and member marketing investments using NIADA's various marketing and advertising media, both programs also require a rigorous due diligence assessment and application process. Exclusive partnerships are NOT permitted within industry and vendor segments with either program.

Outlined here is a high level overview of the National Corporate Partner Program and the National Member Benefit Program. For more information or to apply for an NIADA partnership, contact: Scott Lilja S.V.P. of Member Services 301-834-6503 scott@niada.com

or

Jim Gibson
Director of Business Development
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NATIONAL CORPORATE PARTNERSHIP LEVELS



- Minimum Marketing Package Investment totaling \$100,000+ which includes the Branding/Licensing fee of \$20,000
- Print Advertising Discount = 25%
- Expo Booth Discount = 25%



- Minimum Marketing Package Investment totaling \$75,000-\$99,999 which includes the Branding/Licensing fee of \$15,000
- Print Advertising Discount = 20%
- Expo Booth Discount = 20%



- Minimum Marketing Package Investment totaling \$50,000-\$74,999 which includes the Branding/Licensing fee of \$10,000
- Print Advertising Discount = 15%
- Expo Booth Discount = 15%



- Minimum Marketing Package Investment totaling \$25,000-\$49,999 which includes the Branding/Licensing fee of \$5,000
- Print Advertising Discount = 10%
- Expo Booth Discount = 10%

BENEFITS OF NATIONAL CORPORATE PARTNERSHIP

- Usage of NCP logo in all marketing and advertising materials
- Significant marketing investment discounts of up to 25%
- Up to 25% off of NIADA Expo Booth
- Discounted registrations to NIADA's Annual Convention & Expo.
- Free square on the NIADA Expo Opening Night Scavenger Hunt Card
- Free NIADA membership list of addresses and phone numbers upon request, and monthly new member updates
- Priority placements in all of NIADA's marketing media
- First rights to any new marketing and/or sponsorships opportunities created by NIADA
- Logo and company description/listing on NIADA's website and in the printed version of the monthly NIADA Member Services Insert in Used Car Dealer Magazine (also distributed at various expos throughout the year)
- Free expanded listing in NIADA's online Vendor Guide, with NCP designation and priority placement within the Vendor Guide
- Strategic market development/consulting services
- Assistance and strategic guidance penetrating NIADA's State Associations
- Monthly updates of NIADA membership contact information
- Access to NIADA member business intelligence data
- Member education opportunities including NIADA publication articles, webinars, NIADA.TV education series, convention panels, etc.

NATIONAL MEMBER BENEFIT PROGRAM

- Company must offer a significant discount to the NIADA Dealer Member
- Yearly Branding Licensing Fee \$4,000
- Yearly Minimum Marketing Package Investment \$11,000+



PROGRAM BENEFITS INCLUDE

- Usage of NMB logo in all marketing and advertising materials
- Marketing investment discounts of 10% off of print advertising.
- Logo and boilerplate company description/listing on NIADA's website and in the printed version of the monthly NIADA Member Services Insert in Used Car Dealer Magazine (also distributed at various expos throughout the year)
- Free square on the NIADA Expo "Day 2" Scavenger Hunt Card
- NMB Logo recognition next to your online listing within the NIADA Vendor Guide (NMB partners must pay for an expanded listing)
- Strategic marketing planning assistance
- Assistance and strategic guidance penetrating NIADA's State Associations
- Monthly membership contact data updates