

BUSINESS PARTNER PROGRAM AT-A-GLANCE



TIADA BUSINESS PARTNER PROGRAM

2023

PROGRAM-AT-A-GLANCE

The **TIADA Business Partners Program** was created for our associate members who are looking to forge a true strategic partnership with us.

We designed the program to be elite, so that the TIADA Business Partner designation really meant something. At the same time, we insisted that there could be no exclusivity to the program. We created an even playing field where any company willing to step up could participate.

Finally, we recognize that Partnership is not for everyone. This program was built for the companies who understand the importance of TIADA's legislative and regulatory efforts and are willing to commit to significant financial support of the association to help us advance our mission of powerful industry representation.

Partner Commitments:



A minimum annual investment with the association of \$20,000 (see pg. 2); and



A revenue share opportunity OR a significant member-only benefit for our dealers); and



A minimum of two years as a TIADA Associate Member in good standing.

Partner Benefits:

The benefits below are available **exclusively** to TIADA Business Partners:



Licensed use of the TIADA Business Partner logo;



Access to the TIADA dealer member list;



Email Campaign purchase opportunity (email communications sent to TIADA members by the association on behalf of partner);



Partner name/logo featured on the TIADA Business Partner landing page on the TIADA website;



Personalized, custom partner webpage on the TIADA website;



Co-branded advertising opportunity in the **Texas Dealer** magazine; and



Access to the monthly update provided to the TIADA board of directors by association staff.

In addition to the specific benefits listed above, the association will consult individually with each partner to determine the best ways to help you achieve your goals regarding TIADA dealer member penetration.



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TIADA INVESTMENT OPPORTUNITIES

The **TIADA Business Partners Program** does not require a licensing fee, start-up fee, acceptance fee or anything of the sort. Our Business Partners simply commit to invest in the TIADA opportunities that make the most sense for their business each year

Magazine Advertising

You may purchase advertising in the TIADA monthly publication, *Texas Dealer* magazine. Rates will depend on size of ad and length of contract (number of issues).

Annual Conference Sponsorship

Scheduled for July 23–25, 2023, at the JW Marriott Hill Country Resort in San Antonio, TX. Our sponsorships range from \$3,000 for Bronze – \$10,000 for Platinum.

Education Seminar Sponsorships

These sponsorships are offered in conjunction with our classroom seminars held around the state.

Email Campaigns

Each partner can purchase a maximum of four email campaigns per year. Unlike our other investment opportunities, email campaigns are available exclusively to our Business Partners.

Revenue Share

A Business Partner may also propose a revenue share as part of their \$20,000 annual commitment (*some conditions apply*).

Recruit New Members for TIADA

Our favorite option! You will be credited for the dues amount at which the dealer joins. So a partner who recruited five new members at \$499 would earn \$2495 toward their annual investment total.

Website Banner Ads

A popular advertising option, our web banner ads are commonly sold out several months in advance. Prices vary by position and duration.

Industry Email Update Advertising

TIADA emails the Industry Email Update Newsletter to our members every first and third Thursday of each month. Your company message will be next to timely articles and important announcements in a publication that boasts an average open rate of 40%.

I.D.E.A. Program

TIADA's Independent Dealer Education and Advocacy Program (I.D.E.A.) is designed to advance and promote the interests of independent automobile dealers through advocacy and education. Business Partners can participate at four different sponsorship levels.

The requirements listed in this brochure are the minimum requirements to be considered for the TIADA Business Partner Program and meeting these requirements alone does not guarantee acceptance into the TIADA Business Partner Program.

For complete details on how to become a TIADA Business Partner, please contact TIADA Director of Associate Member Relations **Patty Huber** @ **512.244.6060** or patty.huber@txiada.org.

