



The IDEA Program (IDEA) is designed to advance and promote the interests of the independent automobile industry through dealer education and advocacy. The fundamental goal of IDEA is to grow the influence of the state independent dealers association, particularly through advocacy, thereby increasing the potential long-term economic growth in all sectors of the industry.

IDEA is also designed to ensure quality education is provided to all dealers creating a knowledgeable, compliant industry that will foster consumer trust and confidence.

Dealers who do business with IDEA Sponsors are supporting the advocacy efforts of TIADA. Each IDEA Sponsor participates in an affinity program and reinvests a percentage of all Texas sales back to IDEA.

## **IDEA Sponsors can participate at four different levels**

### **President's Circle \$15,000**

President's Circle Members will receive an invitation to participate with several of Texas' leading elected officials and key dealers during Legislative Days at the Capitol throughout the legislative session or at the Legislative Event during the interim. They will also receive an invitation to a legislative meeting at the TIADA conference and will be invited to attend at least (4) exclusive dinners, luncheons or other events with key TIADA members and policymakers during the interim. Sponsors will work closely with the TIADA legislative officers and staff to help build relationships with key legislators and policymakers throughout the year.

### **Advisory Council \$10,000**

Advisory Council Members will receive an invitation to participate with several of Texas' leading elected officials and key dealers during Legislative Days at the Capitol throughout the legislative session or at the Legislative Event during the interim. Advisory Council Members will also receive an invitation to a legislative meeting at the TIADA conference and will be invited to attend at least (2) exclusive dinners, luncheons or other events with key TIADA members and policymakers during the interim.

### **Leadership Team \$ 7,500**

Leadership Team Members will receive an invitation to participate with several of Texas' leading elected officials and key dealers during Legislative Days at the Capitol throughout the legislative session or at the Legislative Event during the interim. Leadership Team Members will also have the opportunity to attend a legislative meeting at the TIADA conference and at least (1) legislative meeting, including legislative luncheons or general meetings with various legislators throughout the year.

### **Legislative Action Committee \$ 5,000**

Legislative Action Committee Members will receive an invitation to participate with several of Texas' leading elected officials and key dealers during Legislative days at the Capitol throughout the legislative session or at the Legislative Event during the interim.

### **TIADA will promote the following:**

- Members who do business with IDEA Sponsors are supporting the association's advocacy efforts.
- A portion of the dollars a member spends with an IDEA Sponsor comes back to the association in an effort to protect the independent automobile industry.

TIADA will share email updates throughout the sessions and the interim.

TIADA may use all its communication platforms including emails, magazine, social media and more, to promote IDEA Sponsors and encourage members to support IDEA Sponsors.

Sponsors can place the following statement on their website, invoice, and promotional material:

"We Support the IDEA Program: A percentage of the dollars you spend with us goes back to TIADA to support independent automobile dealers."