



207 Sigma Drive, Pittsburgh, PA 15238 412/963-8909 [www.GPADA.com](http://www.GPADA.com)

## FROM THE CHIEF EXECUTIVE OFFICER

Dear Friends of the Greater Pittsburgh Automobile Dealers Association:

The Greater Pittsburgh Automobile Dealers Association is asking to be considered in your marketing and branding plans for the coming year by becoming an Association Partner, Pittsburgh International Auto Show Sponsor/Partner or a sponsor for our "Dancing with the Cars" Auto Show Charity Preview. We have designed each of these offerings to add value and benefits for all participants, and have also added new benefits to this year's programs that we know you will appreciate.

Enclosed you will find details on each of these programs. The GPADA Association Partnership levels give you the opportunity to become a partner to our association, which will give your organization access and visibility to the new car dealers in our region.

Participation as a Partner of the Pittsburgh International Auto Show will also provide a significant branding and direct customer contact opportunity. The overall GPADA economic impact for our region will surpass eight billion dollars in the coming year. (payroll, advertising, taxes, etc.)

Our "Dancing with the Cars" Auto Show Charity Preview allows for premium visibility and contact with business leaders, government officials and other dignitaries in our region as well as a tax-deductible contribution. The Greater Pittsburgh Automobile Dealers Foundation is the "Presenting Sponsor" of the Pittsburgh Vintage Grand Prix and its charities. Your company can gain unprecedented, direct access to hundreds of thousands of consumers throughout the year with the opportunity to partner with both organizations.

We have created various levels of Partnership opportunities to suit your business objectives. If you would like to discuss any of the offerings in greater detail, please contact our office

We look forward to hearing from you soon. Again, our sincere thanks for your consideration and please know that your support is always appreciated.

Sincerely,

Lisa McIntyre, CEO  
Greater Pittsburgh Automobile Dealers Association

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# PLATINUM

## Partnership Opportunity with GPADA

1. GPADA Associate Membership
2. Copy of Dealer Database (minus email addresses)
3. Complimentary Auto Show tickets (100)
4. Full page ad in 50,000+ Official Auto Show Program and Buying Guides
5. Four (4) tickets to the "Dancing with the Cars" Auto Show Charity Preview
6. GPADA Annual Golf Outing- two foursomes (golf & dinner) + four (4) additional dinner guests
7. Annual Meeting/Dinner- table of eight
8. Directors and Officers Holiday Party- four (4) guests
9. GPADA VIP Comfort Zone at the Pittsburgh Vintage Grand Prix (6)
10. Company name and logo on the Association website/direct link to your company website
11. Company logo displayed in the Association building
12. Unlimited use of Association meeting rooms (does not include food/beverage service)
13. Company logo displayed on a banner at all Association events

**Investment:\$25,000**



# GOLD

## Partnership Opportunity with GPADA

1. GPADA Associate Membership
2. Copy of Dealer Database (minus email addresses)
3. Complimentary Auto Show tickets (75)
4. One-half page ad in 50,000+ Official Auto Show Program and Buying Guides
5. Two (2) tickets to the "Dancing with the Cars" Auto Show Charity Preview
6. GPADA Annual Golf Outing – one foursome (golf & dinner) + four (4) additional dinner guests
7. Annual Meeting/Dinner – table of eight (8)
8. Directors & Officers Holiday Party – four (4) guests
9. GPADA VIP Comfort Zone at the Pittsburgh Vintage Grand Prix (4)
10. Company name and logo on the Association web site/direct link to your company website
11. Company logo displayed in the Association building
12. Use of Association meeting rooms six (6) times per year (does not include food/beverage)
13. Company logo displayed on a banner at all Association events

**Investment: \$20,000**



# SILVER

## Partnership Opportunity with GPADA

1. GPADA Associate Membership
2. Copy of Dealer Database (minus email addresses)
3. Complimentary Auto Show tickets (50)
4. One-quarter page ad in 50,000+ Official Auto Show Program and Buying Guides
5. Two (2) tickets to the "Dancing with the Cars" Auto Show Charity Preview
6. GPADA Annual Golf Outing – One foursome (golf & dinner) + two (2) dinner guests
7. Annual Meeting/Dinner – table of six (6)
8. Directors & Officers Holiday Party – two (2) guests
9. GPADA VIP Comfort Zone at the Pittsburgh Vintage Grand Prix (4)
10. Company name and logo on the Association web site/direct link to your company website
11. Company logo displayed in the Association building
12. Use of Association meeting rooms four (4) times per year (does not include food/beverage)
13. Company logo displayed on a banner at all Association events

**Investment:\$15,000**



# BRONZE

## Partnership Opportunity with GPADA

1. GPADA Associate Membership
2. Complimentary Auto Show tickets (35)
3. One-quarter page ad in 50,000+ Official Auto Show Program and Buying Guides
4. Annual Golf Outing – twosome (golf & dinner) + two (2) additional dinner guests
5. Annual Meeting/Dinner – four (4) guests
6. Directors & Officers Holiday Party – two (2) guests
7. GPADA VIP Comfort Zone at the Pittsburgh Vintage Grand Prix (2)
8. Company name and logo on the Association website/ direct link to your company website
9. Company logo displayed in the Association building
10. Use of the Association meeting rooms three (3) times per year (does not include food/beverage)
11. Company logo displayed on a banner at all Association events

**Investment: \$10,000**



# PATRON

## Partnership Opportunity with GPADA

1. GPADA Associate Membership
2. Complimentary Auto Show tickets (25)
3. One-quarter page ad in 50,000+ Official Auto Show Program and Buying Guides
4. GPADA Annual Golf Outing – two (2) dinner guests
5. Annual Meeting/Dinner – two (2) guests
6. Directors & Officers Holiday Party – two (2) guests
7. Company name & logo on the Association website/direct link to your company site
8. Company logo displayed in the Association building
9. Company logo displayed on banner at all Association events

**Investment: \$5,000**



# FRIEND

## Partnership Opportunity with GPADA

1. GPADA Association Membership
2. Complimentary Auto Show tickets (15)
3. Listing in 50,000+ Official Auto Show Program and Buying Guides
4. Annual Meeting/Dinner – two (2) guests
5. Company name/logo on GPADA website

**Investment: \$3,000**



## GPADA SPONSOR/PARTNER AGREEMENT (CONTRACT)

1. Send company logo in .eps or .bmp format (300 DPI resolution) via email to [carla@gpada.com](mailto:carla@gpada.com)
2. Make checks payable to GPADA and mail to GPADA, 207 Sigma Dr., Pittsburgh, PA 15238
3. Sponsor/Partner opportunities are available on a first-come, first-served basis. Offers will be confirmed through the submission of a signed copy of this agreement.

**This Agreement is made between the GPADA and:**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PARTNER OPPORTUNITY:** \_\_\_\_\_

Level: \_\_\_\_\_

Duration: \_\_\_\_\_ Cost: \_\_\_\_\_

### **Payment Method:**

Terms of payment: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp.date: \_\_\_\_\_ Sec.code: \_\_\_\_\_

Invoice Needed? \_\_\_\_\_

Please provide address if different from above: \_\_\_\_\_

### **GPADA RULES AND REGULATIONS**

**Payment:** a deposit of at least fifty (50) percent of the total amount must accompany this Agreement. The balance of the total amount is due no later than ninety (90) days prior to the official opening date of the specified event or activities. In the case of stand-alone GPADA sponsorships for the Platinum, Gold, Silver, Bronze, Patron and Friend levels, full payment must accompany this Agreement. Failure by the customer to pay the total amount by the due date may be considered a cancellation of the by the GPADA.

In the event of a cancellation and the GPADA receives written notice of such cancellation within ninety (90) days after signing the Agreement, the GPADA shall retain a service charge equal to fifty (50) percent of the total amount. If such written notice is given by the customer more than ninety (90) days of the signed Agreement, the GPADA shall retain the total amount of the agreed upon amount.