

ASSOCIATION PARTNERSHIP PROGRAM

Benefits at a Glance



Partnership Levels

Our partnership levels are designed to appeal to businesses of all sizes.



**PREMIUM PARTNER
INFO ON NEXT PAGE**

BRONZE

EVENTS & TRAINING

Complimentary Registrations (2)

Partners are invited to events and meetings:

1. Raffle for Automotive Education
2. NHADA Convention & Partner Showcase
3. Business Conf. & Partner Expo (Bi-Annual)
4. Rotating Webinars & Seminars

PRINT ADVERTISING

Brand Highlights

Showcased on the following print mediums:

1. Event Signage (Business Name Only)
2. Magazine Listing
3. Inclusion in Billing Inserts
4. Board Packet Listing

Note: All NHADA partners are included on our print mail distribution list.

DIGITAL ADVERTISING

Brand Highlights

Showcased on the following digital mediums:

1. Online Directory Highlight **NEW**
2. Partner Profile Page: nhada.com
3. Partner Highlight in Newsletter
4. Host an Educational Webinar*

Note: All NHADA partners are included on our email list.

* All webinar and training content is subject to NHADA's approval.

\$3,000

SILVER

EVENTS & TRAINING

Complimentary Registrations (8)

Partners are invited to events and meetings:

1. Raffle for Automotive Education
2. NHADA Convention & Partner Showcase
3. Business Conf. & Partner Expo (Bi-Annual)
4. Golf Tournament
5. Rotating Webinars & Seminars

Ability to purchase registration to NHADA VIP Event (\$179 ea). **EXCLUSIVE ACCESS**

PRINT ADVERTISING

Brand Highlights

Showcased on the following print mediums:

1. Event Signage (Business Name & Logo)
2. Magazine Listing
3. Inclusion in Billing Inserts
4. Magazine Advertorial (1)
5. Board Packet Listing

Note: All NHADA partners are included on our print mail distribution list.

DIGITAL ADVERTISING

Brand Highlights

Showcased on the following digital mediums:

1. Online Directory Highlight **NEW**
2. Partner Profile Page: nhada.com
3. Partner Highlight in Newsletter
4. Blog Banner Ad
5. Host an Educational Webinar*

Note: All NHADA partners are included on our email list.

* All webinar and training content is subject to NHADA's approval.

\$5,000

GOLD

EVENTS & TRAINING

Complimentary Registrations (12)

Partners are invited to events and meetings:

1. Raffle for Automotive Education
2. NHADA Convention & Partner Showcase
3. Business Conf. & Partner Expo (Bi-Annual)
4. Golf Tournament
5. Rotating Webinars & Seminars

Ability to purchase registration to NHADA VIP Event (\$139 ea). **EXCLUSIVE ACCESS**

PRINT ADVERTISING

Brand Highlights

Showcased on the following print mediums:

1. Event Signage (Business Name & Logo)
2. Magazine Listing
3. Inclusion in Billing Inserts
4. Magazine Advertorial (2)
5. \$150 Direct Mail Printing Credit
6. Board Packet Listing

Note: All NHADA partners are included on our print mail distribution list.

DIGITAL ADVERTISING

Brand Highlights

Showcased on the following digital mediums:

1. Online Directory Highlight **NEW**
2. Partner Profile Page: nhada.com
3. Partner Highlight in Newsletter
4. Blog Banner Ad
5. Host an Educational Webinar*
6. Banner Ad in Newsletter (1)

Note: All NHADA partners are included on our email list.

* All webinar and training content is subject to NHADA's approval.

\$7,000

Premium Partners

Premium partners receive access to exclusive events and receive additional exposure through premium benefits, listed below:



**PREMIUM PARTNERS GET
PREFERRED EVENT REGISTRATION**

PLATINUM

EVENTS & TRAINING

Complimentary Registrations (16)

Partners are invited to events and meetings:

1. Raffle for Automotive Education
2. NHADA VIP Event* **PREMIUM BENEFIT**
3. NHADA Convention & Partner Showcase
4. Golf Tournament
5. Business Conf. & Partner Expo (Bi-Annual)
6. Rotating Webinars & Seminars

** Limit of (2) complimentary registrations, additional available for \$99 each.*

PRINT ADVERTISING

Brand Highlights

Showcased on the following print mediums:

1. Event Signage (Business Name & Logo)
2. Board Packet Cover Sheet Listing **NEW** **PREMIUM BENEFIT**
3. Magazine Listing
4. Inclusion in Billing Inserts
5. Magazine Advertorial (3)
6. \$300 Direct Mail Printing Credit

***Note:** All NHADA partners are included on our print mail distribution list.*

DIGITAL ADVERTISING

Brand Highlights

Showcased on the following digital mediums:

1. Online Directory Highlight
2. Partner Profile Page: nhada.com/partners
3. Video Embedded on Partner Profile Page **PREMIUM BENEFIT**
4. Partner Highlight in Newsletter
5. Blog Banner Advertisement
6. Banner Ad in Newsletter (2)
7. Logo Listed on nhada.com Home Page **PREMIUM BENEFIT**
8. 30s Intro Video Before All NHADA Webinars **PREMIUM BENEFIT**
9. Host an Educational Webinar*

***Note:** All NHADA partners are included on our email list.*

** All webinar and training content is subject to NHADA's approval.*

\$10,000

DIAMOND

EVENTS & TRAINING

Complimentary Registrations (20)

Partners are invited to events and meetings:

1. Raffle for Automotive Education
2. NHADA VIP Event* **PREMIUM BENEFIT**
3. NHADA Convention & Partner Showcase
4. Golf Tournament
5. Business Conf. & Partner Expo (Bi-Annual)
6. Rotating Webinars & Seminars

** Limit of (3) complimentary registrations, additional available for \$59 each.*

PRINT ADVERTISING

Brand Highlights

Showcased on the following print mediums:

1. Event Signage (Business Name & Logo)
2. Board Packet Cover Sheet Listing **NEW** **PREMIUM BENEFIT**
3. Magazine Listing
4. Inclusion in Billing Inserts
5. Magazine Advertorial (4)
6. \$450 Direct Mail Printing Credit

***Note:** All NHADA partners are included on our print mail distribution list.*

DIGITAL ADVERTISING

Brand Highlights

Showcased on the following digital mediums:

1. Online Directory Highlight
2. Partner Profile Page: nhada.com/partners
3. Video Embedded on Partner Profile Page **PREMIUM BENEFIT**
4. Partner Highlight in Newsletter
5. Blog Banner Advertisement
6. Banner Ad in Newsletter (3)
7. Logo Listed on nhada.com Home Page **PREMIUM BENEFIT**
8. 30s Intro Video Before All NHADA Webinars **PREMIUM BENEFIT**
9. Promotional Social Post on NHADA Channels (2) **PREMIUM BENEFIT**
10. Host an Educational Webinar*

***Note:** All NHADA partners are included on our email list*

** All webinar and training content is subject to NHADA's approval.*

\$15,000



Kaleena Guzman

Director of Major Events and Partnership Program

603-224-2369 | kguzman@nhada.com



NEW HAMPSHIRE
AUTOMOBILE DEALERS
ASSOCIATION