

MICHIGAN AUTOMOBILE DEALERS ASSOCIATION

Sponsorship Opportunities



2020 MADA TWO-EVENT SPONSORSHIP OPPORTUNITY

This has been a unique year, but fortunately the automotive industry is back up and running – albeit a little differently. We hope you will join us as we celebrate the small successes and discuss the future. **We have created a great two-event package for a sponsorship of \$2,500.** I know these are challenging times, and we want to provide our associate members an opportunity to reengage with dealership owners, managers and staff. This sponsorship package gets your company name in front of MADA members and provides in-person networking opportunities at both events.

MADPAC Golf Outing

Monday, September 28, 2020

Eagle Eye Golf Club, Bath

Lunch at 11am | golf at noon | reception following play

MADA Annual Meeting

Wednesday, December 2, 2020

Kellogg Center, East Lansing

Times TBD: lunch | speaker programs | reception

\$2,500 SPONSORSHIP INCLUDES

PROMOTION AT BOTH MADA EVENTS:

- Recognition in on-site programs and signage
- Recognition in follow up mailing to attendees
- Nine-month sponsor listing on the MADA website
- Recognition in the dealer e-newsletter

PLUS...

AT GOLF OUTING:

- Invitation to lunch and networking reception for **two**. (Golf is not included.)
- Hole sponsor, with sign
- **One add-on opportunity** (select one; first come, first served):
 - ~ Sponsor of golfer prize table
 - ~ Hole contest sponsor
 - ~ Sponsor of scoreboard
 - ~ Sponsor of board meeting
 - ~ Sponsor of lunch
 - ~ Sponsor of dinner
 - ~ Sponsor of evening reception
 - ~ Towel/tees goody bag (*provided by sponsor*)

AT ANNUAL MEETING:

- Invitation to meetings and reception for **two**.
- Add-on opportunity:
 - ~ Sponsors may choose to display “trinkets” and business cards on specified tables during the event. (Please no folders or paper handouts.)

PLEASE CONTACT DEBBIE STAPLETON-KORN
FOR FURTHER DETAILS

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