



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 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 99% of 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 GPADA economic impact for our region will surpass eight billion dollars in the coming year.

Our Dancing with the Cars Charity Preview allows for premium visibility and contact with business, government and sports leaders 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 Partner opportunities to suit your business objectives. If you would like to discuss any of the offerings in greater detail, please contact Dave Amati at **412.552.8545** or damati@gpada.com.

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,

John Putzier, CEO
Greater Pittsburgh Automobile Dealers Association



PLATINUM

Partnership Opportunity with GPADA

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

Investment: \$25,000



**GREATER
PITTSBURGH**

**AUTOMOBILE
DEALERS ASSOCIATION**

GOLD

Partnership Opportunity with GPADA

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

Investment: \$20,000



**GREATER
PITTSBURGH**

**AUTOMOBILE
DEALERS ASSOCIATION**

SILVER

Partnership Opportunity with GPADA

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

Investment: \$15,000



**GREATER
PITTSBURGH**

**AUTOMOBILE
DEALERS ASSOCIATION**

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. Two (2) tickets to the Dancing with the Cars Charity Preview
5. Annual Golf Outing – twosome (golf & dinner) + two (2) additional dinner guests
6. Annual Meeting/Dinner – four (4) guests
7. Directors & Officers Holiday Party – two (2) guests
8. GPADA VIP Comfort Zone at the Pittsburgh Vintage Grand Prix – two (2) guests
9. Company name and logo on the Association web site/ direct link to your company web site
10. Company logo displayed in the Association building
11. Use of the Association meeting rooms three (3) times per year (does not include food/beverage)
12. Company logo displayed on a banner at all Association events

Investment: \$10,000



**GREATER
PITTSBURGH**

**AUTOMOBILE
DEALERS ASSOCIATION**

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 web site/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 web site

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
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.



AN INVITATION TO SPONSOR/PARTNER WITH THE GPADA

Dear Business Leader:

As a leader responsible for the successful management and operation of your enterprise, you must make daily decisions impacting the long-term health and vitality of your company. Making decisions such as providing high levels of value-based quality products and services, assuring current customer satisfaction, and determining how to effectively seek out new customers in a fiscally viable environment are paramount in importance.

In your ever-changing industry, you recognize the importance of communicating your company's message to your key constituents. Since 1924, the Greater Pittsburgh Automobile Dealers Association (GPADA) has been directly engaged with millions of regional automobile consumers and the multi-billion dollar industry it supports. Now, the GPADA is reaching out to the regional business community to invite them to participate as sponsors and/or partners in the Association's events, activities, and charities. Opportunities include the highly visible Pittsburgh International Auto Show, GPADA Association Sponsorships, Dancing with the Cars Charity Preview, GPADA Annual Golf Outing, and the GPADA VIP Comfort Zone and car show at the annual Pittsburgh Vintage Grand Prix.

Recognizing your need and desire to build your brand and to reach new customers, we are inviting you to partner with the GPADA through its Sponsor/Partner Opportunity Program.

The Greater Pittsburgh Automobile Dealers Foundation is the "Presenting Sponsor" of the Pittsburgh Vintage Grand Prix and its charities. Together, we can help your company gain direct access to hundreds of thousands of consumers throughout the year.

Each sponsor/partner opportunity investment is designed to provide your organization with new ways to attract and maintain customers along with valuable marketing and promotion tools. We have structured these offerings to meet your business needs and remain committed to work in harmony with your organization to help meet its goals.

All sponsorship packages can be customized to meet your needs.

Let's discuss opportunities to work towards mutually beneficial ends.

With Best Regards,

David L. Amati, Ph.D.
Director of Business Development
412.552.8545
damati@GPADA.com