



2026 | *Sponsorship*
OPPORTUNITIES

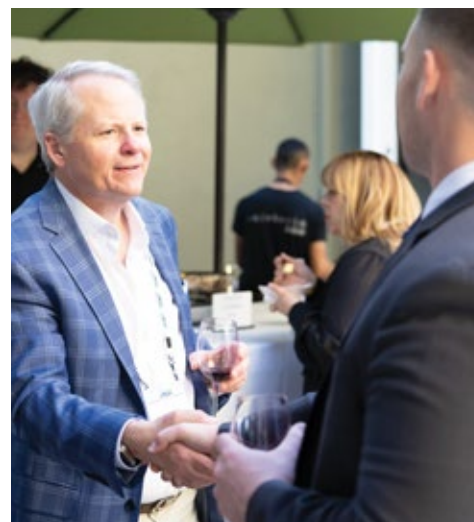




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PARTNER WITH *CNCDA*

With more than 1,200 highly engaged dealer members, the California New Car Dealers Association is the nation's largest state auto dealer association. Our strength lies not only in our size, but in the individual success of our dealer members. Our sponsor partners are essential to their success.

For more than 100 years, CNCDA has protected and promoted the interests of franchised new car and truck dealers across the Golden State. By joining us as a sponsor, your company becomes part of this mission, gaining access to the most influential network of dealers in California.

WHY BECOME A CNCDA SPONSOR?

Sponsorship is more than visibility; it's your opportunity to showcase your company and solutions directly to decision-makers, build lasting relationships, and align with the trusted voice of California's dealer community.

This guide outlines the 2026 opportunities available so you can choose the option that best fits your business goals and growth strategy.

ALIGN YOUR ORGANIZATION WITH CNCDA DEALERS AND ENJOY DISTINCT ADVANTAGES:

- Elevated brand exposure throughout the year
- Direct access to a large, targeted audience of California's franchised new car and truck dealers
- Impactful networking opportunities designed to foster meaningful connections
- Year-round engagement to build and maintain dealer relationships
- A unique way to support the future of California's franchised new car and truck industry

Now is the time to partner with CNCDA and secure your place among the leading organizations shaping the future of automotive retail in California.





BE SEEN. BE HEARD *Be Connected.*

BE ACCESSIBLE

Keep your brand top-of-mind with consistent visibility in front of California's most influential dealer network.

STAND OUT

Gain name recognition through prominent exposure across CNCDA's office, website, communications, and signature events.

NETWORK

Engage directly with dealers and industry leaders while strengthening your presence in California's automotive community.

CONNECT

Elevate your outreach and sharpen your competitive edge by building preference, loyalty, and long-term brand value through CNCDA sponsorship.





BY THE NUMBERS: EXPANDING YOUR INFLUENCE ACROSS *California* (October 2024 – 2025)

MEMBERSHIP:

86% of all California Dealers are CNCDA Members

WWW.CNCDA.ORG:

Page Views: 165,697 | Users: 66,398

SOCIAL MEDIA:

LinkedIn

Followers: 2,268 | Impressions: 117,261

Facebook

Followers: 1,300 | Impressions: 30,377

Instagram

Followers: 793 | Impressions: 179,004

Twitter

Followers: 811 | Impressions: 7,987

EMAILS:

Subscribers: 13,021

Open Rate: 38%

Avg Opens/Email: 1,357

Sends: 892,908

Emails Sent: 250

QUARTERLY MAGAZINE:

Hard Copy Deliveries: 6,000 | Digital Views: 11,172





CALENDAR OF *Events*

FEBRUARY

CNCDA'S WELCOME PARTY AT THE NADA SHOW

February 4, 2026 | 6 PM – 8 PM
Wynn Las Vegas, Las Vegas, NV

Each year, CNCDA hosts a special welcome reception for California dealers and their teams attending the NADA Show. Sponsors are invited to join this lively, informal gathering to meet and connect directly with our dealer members in a relaxed networking environment. Attendance typically includes 100–150 California dealers, offering an excellent opportunity to build relationships and expand your reach.

APRIL

CNCDA NEXTGEN DEALER DAY RECEPTION

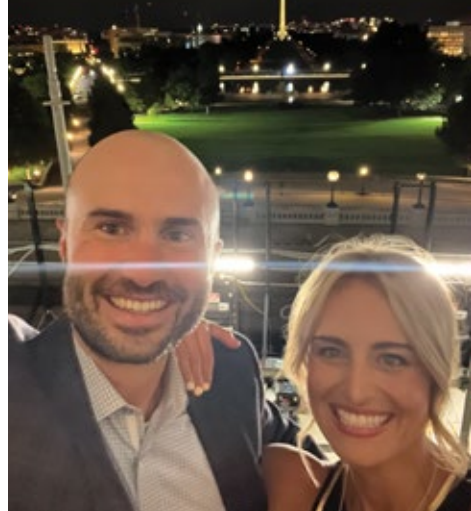
April 6, 2026 | 6 PM – 9 PM
Sacramento, CA

CNCDA brings together 15–30 NextGen dealers to participate in statewide advocacy efforts and explore opportunities for deeper engagement. This program is designed to connect emerging dealer leaders with peers, strengthen their involvement in CNCDA initiatives, and support our legislative priorities that protect and promote California's franchised new car dealers.

DEALER DAY

April 7, 2026 | 9 AM – 8 PM
The Sheraton Grand, Sacramento, CA

CNCDA Dealer Day is a premier advocacy event that brings dealer members together with state policymakers in Sacramento. This annual program is vital to protecting the success of California dealerships and the retail automotive industry. For sponsors, Dealer Day offers a unique opportunity to engage with 80–100 of our most active dealer members—leaders who are committed to shaping a business-friendly environment for dealerships across the state.



CALENDAR OF *Events*

JUNE

CNCDA DEALER APPRECIATION DINNER

June 17, 2026

Silverado Resort, Napa, CA

An exclusive evening designed to bring California's dealer community together, the CNCDA Dealer Dinner hosts 40–60 dealer members and offers sponsors a premier opportunity to connect directly with industry leaders, strengthen relationships, and showcase their brands in a high-visibility setting.

CNCDA NEXTGEN CONFERENCE

June 16 – 17, 2026

Napa, CA

A select group of 25 engaged NextGen dealers gather for two days of interactive sessions focused on personal and professional development, while also addressing challenges unique to their roles. This intimate conference provides an exceptional opportunity to form lasting connections with California's future dealer principals and emerging industry leaders.





CALENDAR OF *Events*

SEPTEMBER

CNCDA ANNUAL CONVENTION

September 20 – 23, 2026
Fairmont Kea Lani, Maui, HI

The CNCDA Annual Convention is designed to create powerful, lasting connections between dealers and sponsors. Over the course of four days, sponsors are fully integrated into every aspect of the event, from receptions and breakfasts to speaker sessions, activities, and the farewell dinner. As a sponsor, you'll engage side-by-side with 70–80 dealer members, gaining direct access to some of California's most active and influential automotive leaders.

NOVEMBER

CNCDA DEALER APPRECIATION DINNER

November 17, 2026
Lena at Sendero, Los Angeles, CA

An exclusive evening designed to bring California's dealer community together, the CNCDA Dealer Dinner hosts 40–60 dealer members and offers sponsors a premier opportunity to connect directly with industry leaders, strengthen relationships, and showcase their brands in a high-visibility setting.



COMPARISON *Chart*

SPONSORSHIPS AVAILABLE

		TITANIUM \$85K 8	PLATINUM \$65K 12	GOLD \$45K 8	SILVER \$35K 6	BRONZE \$25K 5	NEXTGEN* \$15K 4	DEALER DAY \$7.5K 15
MEMBERSHIP	Complimentary Associate Membership	X	X	X				
BRAND RECOGNITION	Logo recognition in CNCDA Bulletin	X	X	X	X	X		
	Logo recognition on CNCDA Showroom TV	X	X	X	X	X		
	Social Media Recognition	Bi-Annual	Annual					
	Logo recognition in quarterly magazine	X	X	X	X	X		
	Recognition on CNCDA webinars	X	X					
CNCDA.ORG	Listed Sponsor on CNCDA.org	X	X	X	X	X		
	Dedicated page with company info, logo, video and website link	X	X	X				
NADA WELCOME PARTY	Registrations	10	7	5	2			
	Logo Recognition on signage, website, and communications	X	X	X	X			
	Attendee registration list provided	X						
DEALER DAY	Registrations	6	5	4				3
	Invitation to CNCDA Board Dinner	1						
	Hotel rooms included	2	1					
	Logo Recognition on signage, website, and communications	X	X	X				X
	Attendee registration list provided	X						
	Exhibitor Table	X	X					
2026 ANNUAL CONVENTION	Registrations	4 Reps & 4 Guests	4	3	2	1		
	Complimentary activities for registrants and guests	X						
	Hotel rooms included	3	2	1				
	Logo Recognition on signage, website, and communications	X	X	X	X	X		
	Distinguished recognition at convention	X						
	Meet the Partners document highlighting attending reps	X	X	X	X	X		
	Attendee registration list provided	X	X	X	X	X		
CNCDA DEALER MEMBER DINNER JUNE	Registrations	2						
	Logo Recognition - Signage, Website, Communications	X						
	Attendee Registration List	X						
CNCDA DEALER MEMBER DINNER NOVEMBER	Registrations	2	2					
	Logo Recognition - Signage, Website, Communications	X	X					
	Attendee Registration List	X	X					
NEXTGEN CONFERENCE SPONSORSHIP UPGRADE: AVAILABLE FOR GOLD SPONSORS AND HIGHER TIERS	Logo Recognition - Dealer Day NextGen Reception & Conference						X	
	Exclusive access to Quarterly NextGen Virtual Meetings						X	
	CNCDA NextGen Page and quarterly NextGen Newsletter						X	
	Dealer Day NextGen Reception Registrations						2	
	10-minute spotlight presentation at the NextGen Conference						1	
	NextGen Conference Registrations						1	
	NextGen Conference Hotel Room						1	



(\$85,000)

SPONSORSHIP *Titanium*

MEMBERSHIP

- Complimentary Associate Membership

BRAND RECOGNITION

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Bi-Annual social media recognition
- Logo recognition in quarterly magazine
- Recognition on CNCDA webinars

CNCDA.ORG

- Dedicated sponsor page with company information, logo, and website link
- Listed as a sponsor on CNCDA.org

NADA SHOW WELCOME RECEPTION

- Ten registrations
- Registration list provided
- Logo recognition on signage, website, and communications

2026 DEALER DAY

- One invitation to CNCDA Board Dinner
- Six registrations
- Two hotel rooms included
- Registration list provided
- Exhibitor table
- Logo recognition on signage, website, and communications

2026 ANNUAL CONVENTION

- Four registrations and four complimentary guest passes
- Complimentary activities for registrants and guests
- Three hotel rooms included
- Registration list provided
- Inclusion in Meet the Partners document highlighting attending representatives
- Distinguished recognition at the convention
- Logo recognition on signage, website, and communications

CNCDA DEALER APPRECIATION DINNER – June and November

- Two registrations
- Registration list provided
- Logo recognition on signage, website, and communications

(\$65,000)

SPONSORSHIP *Platinum*

MEMBERSHIP

- Complimentary Associate Membership

BRAND RECOGNITION

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Annual social media recognition
- Logo recognition in quarterly magazine
- Recognition on CNCDA webinars

CNCDA.ORG

- Dedicated sponsor page with company information, logo, and website link
- Listed as a sponsor on CNCDA.org

NADA SHOW WELCOME RECEPTION

- Seven registrations
- Logo recognition on signage, website, and communications

2026 DEALER DAY

- Five registrations
- One hotel room included
- Exhibitor table
- Logo recognition on signage, website, and communications

2026 ANNUAL CONVENTION

- Four registrations
- Two hotel rooms included
- Registration list provided
- Inclusion in Meet the Partners document highlighting attending representatives
- Logo recognition on signage, website, and communications

CNCDA DEALER DINNER – November

- Two registrations
- Registration list provided
- Logo recognition on signage, website, and communications





(\$45,000)

SPONSORSHIP *Gold*

MEMBERSHIP

- Complimentary Associate Membership

BRAND RECOGNITION

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Logo recognition in quarterly magazine

CNCDA.ORG

- Dedicated sponsor page with company information, logo, and website link
- Listed as a sponsor on CNCDA.org

NADA SHOW WELCOME RECEPTION

- Five registrations
- Logo recognition on signage, website, and communications

2026 DEALER DAY

- Four registrations
- Logo recognition on signage, website, and communications

2026 ANNUAL CONVENTION

- Three registrations
- One hotel room included
- Registration list provided
- Inclusion in Meet the Partners document highlighting attending representatives
- Logo recognition on signage, website, and communications

(\$35,000)

SPONSORSHIP *Silver*

BRAND RECOGNITION

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Logo recognition in quarterly magazine

CNCDA.ORG

- Listed as a sponsor on CNCDA.org

NADA SHOW WELCOME RECEPTION

- Two registrations
- Logo recognition on signage, website, and communications

2026 ANNUAL CONVENTION

- Two registrations
- Registration list provided
- Inclusion in Meet the Partners document highlighting attending representatives
- Logo recognition on signage, website, and communications





(\$25,000)

SPONSORSHIP *Bronze*

BRAND RECOGNITION

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Logo recognition in quarterly magazine

CNCDA.ORG

- Listed as a sponsor on CNCDA.org

2026 ANNUAL CONVENTION

- One registration
- Registration list provided
- Inclusion in Meet the Partners document highlighting attending representatives
- Logo recognition on signage, website, and communications



(\$7,500)

SPONSORSHIP *Dealer Day*

- Three Dealer Day registrations
- Logo recognition on signage, website and communications

ADDITIONAL (\$15,000)

SPONSORSHIP *NextGen*

*Available for Gold Sponsors and Higher Tiers

BRAND RECOGNITION

- Logo recognition at Dealer Day NextGen Reception and Conference
- Listed as a sponsor on CNCDA NextGen page and in the quarterly NextGen Newsletter

EXCLUSIVE ACCESS

- Access to quarterly NextGen Virtual Meetings

2026 NEXTGEN DEALER DAY RECEPTION

- Two registrations
- Logo recognition on signage, website, and communications

2026 NEXTGEN CONFERENCE

- Dedicated 10-minute spotlight presentation
- One NextGen Conference registration
- One NextGen Conference hotel room



I'M READY TO BECOME CNCDA SPONSOR!

SPONSOR INFORMATION:

Primary Name: _____

Company Name: _____

Address: _____

City _____ State _____ Zip _____

Office Phone: _____ Mobile Phone: _____

Email: _____

SELECT YOUR SPONSORSHIP:

☐Titanium ☐Platinum ☐Gold ☐Silver

☐Bronze ☐Dealer Day

☐NextGen (Add-on to Gold or Higher Tiers)

I AGREE TO PAY BY:

☐Check ☐Credit Card

MAKE CHECKS PAYABLE TO:

California New Car Dealers Association

Mail payment and form to:

CNCDA, Attn: Brian Maas

1517 L Street

Sacramento, CA 95814

EMAIL LOGO ART (.PNG, .JPG, .EPS) TO:

rmatulich@cncda.org

QUESTIONS OR TO PAY BY CREDIT CARD:

Rebecca Matulich, Director of Strategic Partnerships

rmatulich@cncda.org

Payments to CNCDA are not deductible as charitable contributions under § 170 but may qualify as ordinary trade or business expenses depending on the payor's circumstances.

Please consult your tax advisor.

SPONSORSHIP POLICY ACKNOWLEDGMENT

Thank you for agreeing to sponsor CNCDA's events! This form serves as an acknowledgment of the policies set forth by the California New Car Dealers Association (CNCDA) for annual sponsorships. Questions regarding this policy should be directed to Rebecca Matulich, Director of Strategic Partnerships, at rmatulich@cncda.org.

Policy Terms:

- Sponsor will pay CNCDA based on the sponsorship level identified below, and CNCDA will provide associated benefits, as indicated in the Sponsorship Opportunities Guide. Sponsor may obtain a copy of the Guide upon request.
- If sponsorship is being secured for the next calendar year, a deposit equal to 10% of the cost of the sponsorship is due within 14 calendar days of the date of this form. Full payment is due by February 1.
- If sponsorship is being secured for the current calendar year, full payment is due within 14 calendar days of the date of this form.
- Payment method (check, credit card or bill.com) must be selected.
- No refunds will be issued unless CNCDA is unable to hold a major in-person event (Convention, Dealer Day, NADA Reception) in which the sponsor is entitled.
- CNCDA reserves the right to withhold sponsorship benefits if payments are late.
- CNCDA will provide logos and other sponsorship-related materials upon request.
- Sponsor shall provide CNCDA with logos and any other materials required to deliver sponsorship benefits. Sponsor may forfeit benefits it fails to provide such materials within reasonable deadlines set by CNCDA.
- CNCDA reserves the right to approve or reject any Sponsor-provided materials.

Sponsor Name: _____

Payment Method (e.g., check, credit card, bill.com): _____

Sponsorship Level and Cost: _____

Deposit: _____

Balance Due: _____

Signature of Sponsor Authorized Representative: _____

Printed Name and Title of Authorized Representative: _____

Date: _____