2027 SPONSORSHIP OPPORTUNITIES

Access. Relationships. Influence.

Connect with California's franchised new car dealer community.



The CNCDA Advantage

CNCDA connects partners with California's franchised new car dealer community through high-value experiences, trusted communications, and opportunities to build relationships with dealership leaders throughout the state.

1,200+
dealer members

84%
of California dealers are CNCDA members

Nation's Largest State Automobile Dealer Association





Nearly 1,600
Dealership personnel engaged
through CNCDA experiences and virtual events

690
Dealership personnel engaged in person
through CNCDA events and educational experiences

600+
Dealership & dealer-group accounts represented
across CNCDA programming

83%
Dealership leaders
of participating dealer professionals hold leadership or decision-making roles

The CNCDA Sponsorship Experience

More than visibility. A sponsorship built around meaningful access to California's franchised dealer community.

CNCDA sponsorships are designed to bring industry partners closer to the dealers they serve. Through high-touch experiences and year-round engagement, we create opportunities to build relationships, strengthen brand presence, and become an active part of the CNCDA community.

ACCESS

Connect directly with California dealer leaders and decision-makers.

Engage with dealer members through CNCDA events and relationship-building opportunities.

RELATIONSHIPS

Build connections that extend beyond a single event.

High-touch experiences create opportunities for genuine interaction and long-term relationship building.

VISIBILITY

Build year-round brand recognition.

Maintain a consistent presence through CNCDA events, publications, website, and digital platforms.

INFLUENCE

Strengthen your presence within California's franchised dealer community.

Align your organization with CNCDA and the franchised dealers we represent throughout the state.

DEDICATED SPONSORSHIP SUPPORT

Your sponsorship comes with a dedicated point of contact.

Work directly with CNCDA's Director of Strategic Partnerships to maximize your benefits and identify opportunities for deeper engagement throughout the year.



PARTNER TESTIMONIAL

"CNCDA has been a great partner to Vitu. They have helped us build meaningful relationships with dealers throughout California and have consistently advocated for innovation, digitization, and more efficient processes and workflows that benefit their dealer members. They have always taken our calls, offered their help in countless ways, and looked for opportunities to bring the industry together and move it forward. We truly appreciate their partnership and advocacy.

Joe Nemelka
Vitu Chief Operating Officer/EVP

Signature Experiences

February 18

CNCDA Welcome Party at the NADA Show

Hyatt Regency Orlando
Orlando, FL

Connect with California dealers in a social setting that creates time for conversation and relationship building outside the formal NADA Show environment.

Typical attendance:
100–150 California dealers





March 17

Dealer Day

Sacramento Convention Center
Sacramento, CA

Connect with highly engaged dealer members while supporting CNCDA's advocacy efforts on the issues shaping California's retail automotive industry.

Typical attendance:
100–200 dealer members

March 16

NextGen Dealer Day Reception

Sacramento, CA

An intimate opportunity to connect with emerging dealership leaders as they deepen their involvement in CNCDA and statewide advocacy.

Typical attendance:
25–35 NextGen dealers





Spring

CNCDA SoCal Summit

Southern California

CNCDA's newest dealer event brings Southern California dealers together for education, industry discussion, and relationship building. Sponsorship opportunities for the inaugural Summit will be offered first to annual CNCDA partners, with full details released in early 2027.

Expected attendance:
80–100 dealer members

Spring

NextGen Conference

Southern California

A focused, multi-day professional-development experience designed for California's future dealer principals and emerging dealership leaders.

Typical attendance:
approximately 20 NextGen dealers





Spring & Fall

NorCal Member Appreciation Event and SoCal Member Appreciation Dinner

Northern & Southern California

Relationship-focused gatherings designed specifically for relationship building between CNCDA dealer members and select industry sponsors, including the NorCal Member Appreciation Event and SoCal Member Appreciation Dinner.

Typical attendance:
50–70 dealer members

September 19–22

CNCDA Annual Convention

Four Seasons Hualalai
Kailua-Kona, HI

CNCDA's most immersive partner experience creates sustained access to dealer leaders through shared sessions, dining, activities, and time together throughout the Convention.

Typical attendance:
60–70 dealer members





December

New Laws Seminars

Multiple Locations

CNCDA's annual statewide briefing helps dealers and their teams prepare for the laws and regulations taking effect in the year ahead. Led by CNCDA's legal and government affairs leadership, the series reaches dealers in multiple markets.

Typical attendance:
600–800 dealership attendees
across six locations

Beyond the Events: Year-Round Reach

Extend your presence beyond in-person events through CNCDA's year-round connection with California's dealer community.

1,100+
UNIQUE DEALER PROFESSIONALS ENGAGED VIRTUALLY
through CNCDA virtual programming

38%
REPEAT ENGAGEMENT
of dealer professionals participate in multiple CNCDA programs

15K+
EMAIL SUBSCRIBERS
with a 40% average open rate

76K+
CNCDA.ORG USERS
generating 168K+ page views

6,000
PRINT MAGAZINE DELIVERIES
plus 11K+ digital views

240K+
SOCIAL MEDIA IMPRESSIONS
across CNCDA social channels

Figures reflect October 2025–October 2026.



Sponsorship at a Glance



Each level offers year-round connection to California's dealer community, with increasing opportunities for visibility, access, and relationship building. The comparison below highlights key differences; full sponsorship benefits are detailed on the pages that follow.

	TITANIUM Maximum Access	PLATINUM Elevated Engagement	GOLD Core Access	SILVER Select Access	BRONZE Year-Round Presence
Annual Investment	$85K	$65K	$45K	$35K	$25K
Availability	8 companies	12 companies	12 companies	8 companies	6 companies
YEAR-ROUND VISIBILITY					
Core Brand Recognition	Included	Included	Included	Included	Included
Enhanced Digital Recognition	Bi-annual social	Annual social	—	—	—
DEALER ACCESS					
NADA Welcome Party	10 registrations	7 registrations	5 registrations	3 registrations	—
Dealer Day	6 registrations	5 registrations	4 registrations	—	—
Annual Convention	4 reps + 4 guests	4 registrations	3 registrations	2 registrations	1 registration
Event Attendee Lists	NADA • Dealer Day • Convention • NorCal Member Appreciation Event • SoCal Member Appreciation Dinner • New Laws	Dealer Day • Convention • SoCal Member Appreciation Dinner • New Laws	Dealer Day • Convention • New Laws	Convention • New Laws	Convention • New Laws
RELATIONSHIP & PREMIUM EXPERIENCES					
Exclusive Dealer Experiences	Dealer Day Board Dinner + NorCal Member Appreciation Event + SoCal Member Appreciation Dinner	SoCal Member Appreciation Dinner	—	—	—
Included Event Accommodations	Dealer Day: 2 Convention: 3	Dealer Day: 1 Convention: 2	Convention: 1	—	—
SoCal Summit	1 registration OR $2K credit + priority access	Priority access	Priority access	Priority access	Priority access



Titanium Sponsorship

$85,000 | LIMITED TO 8 PARTNERS

CNCDA's deepest level of access and engagement.

Designed for organizations seeking a significant and sustained presence within California's franchised dealer community, Titanium combines CNCDA's broadest event access with select opportunities to engage dealer leaders in smaller, relationship-focused settings.

FEATURED SPONSORSHIP BENEFITS

ACCESS BEYOND THE CORE CALENDAR

Dealer Day Board Dinner • NorCal Member Appreciation Event • SoCal Member Appreciation Dinner

Select smaller-group experiences extend engagement beyond CNCDA's signature events.

PREMIUM CONVENTION EXPERIENCE

4 Representatives + 4 Guests • 3 Hotel Rooms

Also includes complimentary activities, distinguished recognition, Meet the Partners, a one-minute introduction, and attendee registration list.

DEALER DAY + BOARD ACCESS

6 Registrations • 2 Hotel Rooms • Exhibitor Table

Also includes 1 invitation to the Dealer Day Board Dinner, event recognition, and attendee registration list.

EXPANDED EVENT ATTENDEE LISTS

NADA • Dealer Day • Convention • NorCal Member Appreciation Event • SoCal Member Appreciation Dinner • New Laws

The broadest attendee-list access included in the annual sponsorship structure.

COMPLETE SPONSORSHIP BENEFITS

YEAR-ROUND PRESENCE

- Complimentary Associate Membership
- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Bi-annual Sponsor Spotlight on social media
- Recognition on CNCDA webinars
- Listed sponsor on CNCDA.org
- Listed in CNCDA Partner Directory

NADA WELCOME PARTY

- 10 registrations
- Logo recognition on signage, website, and communications
- Attendee registration list

DEALER DAY

- 6 registrations
- 1 invitation to Dealer Day Board Dinner
- 2 hotel rooms
- Logo recognition on signage, website, and communications
- Attendee registration list
- Exhibitor table

SOCAL SUMMIT

- Priority access to Summit Sponsorship Opportunities
- 1 Industry Partner Registration or $2,000 Summit Sponsorship Credit

ANNUAL CONVENTION

- 4 representatives + 4 guests
- Complimentary activities for registrants and guests
- 3 hotel rooms
- Logo recognition on signage, website, and communications
- 1-minute introduction prior to panel
- Distinguished recognition at Convention
- Meet the Partners inclusion
- Attendee registration list

NORCAL MEMBER APPRECIATION EVENT

- 2 registrations
- Logo recognition on signage, website, and communications
- Attendee registration list

SOCAL MEMBER APPRECIATION DINNER

- 2 registrations
- Logo recognition on signage, website, and communications
- Attendee registration list

NEW LAWS SEMINARS

- 6 registrations usable at any location
- Logo recognition on signage, website, and communications
- Recognition slide displayed before each program
- Attendee registration list



Platinum Sponsorship

$65,000 | LIMITED TO 12 PARTNERS

Elevated access for deeper dealer engagement.

Designed for organizations seeking strong year-round visibility and multiple opportunities to engage California dealers, Platinum combines extensive participation in CNCDA's core calendar with select relationship-building experiences.

FEATURED SPONSORSHIP BENEFITS

SOCAL MEMBER APPRECIATION DINNER

2 Registrations

A smaller setting for conversation and relationship building with dealer members.

STRONG CORE-EVENT ACCESS

NADA • Dealer Day • Annual Convention • New Laws

Multiple opportunities to engage the CNCDA dealer community throughout the year.

ENHANCED DEALER DAY PRESENCE

5 Registrations • 1 Hotel Room • Exhibitor Table

Also includes event recognition and attendee registration list.

ANNUAL CONVENTION EXPERIENCE

4 Registrations • 2 Hotel Rooms

Also includes recognition, one-minute introduction, Meet the Partners, and attendee registration list.

COMPLETE SPONSORSHIP BENEFITS

YEAR-ROUND PRESENCE

- Complimentary Associate Membership
- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Annual Sponsor Spotlight on social media
- Recognition on CNCDA webinars
- Listed sponsor on CNCDA.org
- Listed in CNCDA Partner Directory

NADA WELCOME PARTY

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

DEALER DAY

- 5 registrations
- 1 hotel room
- Logo recognition on signage, website, and communications
- Attendee registration list
- Exhibitor table

SOCAL SUMMIT

- Priority access to Summit Sponsorship Opportunities

ANNUAL CONVENTION

- 4 registrations
- 2 hotel rooms
- Logo recognition on signage, website, and communications
- 1-minute introduction prior to panel
- Meet the Partners inclusion
- Attendee registration list

SOCAL MEMBER APPRECIATION DINNER

- 2 registrations
- Logo recognition on signage, website, and communications
- Attendee registration list

NEW LAWS SEMINARS

- 5 registrations usable at any location
- Logo recognition on signage, website, and communications
- Recognition slide displayed before each program
- Attendee registration list



Gold Sponsorship

$45,000 | LIMITED TO 12 PARTNERS

Broaden your access across CNCDA's core experiences.

Designed for organizations seeking a consistent year-round presence paired with participation across CNCDA's major dealer-facing events and programs, Gold creates multiple opportunities to build familiarity and relationships throughout the year.

FEATURED SPONSORSHIP BENEFITS

FOUR CORE CNCDA EXPERIENCES

NADA • Dealer Day • Annual Convention • New Laws

Broad participation across CNCDA's core dealer-facing calendar.

DEALER DAY ACCESS

4 Registrations

Also includes event recognition and the Dealer Day attendee registration list.

ANNUAL CONVENTION

3 Registrations • 1 Hotel Room

Also includes recognition, one-minute introduction, Meet the Partners, and attendee registration list.

EVENT ATTENDEE LISTS

Dealer Day • Annual Convention • New Laws

Attendee registration lists from three core CNCDA programs.

COMPLETE SPONSORSHIP BENEFITS

YEAR-ROUND PRESENCE

- Complimentary Associate Membership
- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Listed sponsor on CNCDA.org
- Listed in CNCDA Partner Directory

NADA WELCOME PARTY

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

DEALER DAY

- 4 registrations
- Logo recognition on signage, website, and communications
- Attendee registration list

SOCAL SUMMIT

- Priority access to Summit Sponsorship Opportunities

ANNUAL CONVENTION

- 3 registrations
- 1 hotel room
- Logo recognition on signage, website, and communications
- 1-minute introduction prior to panel
- Meet the Partners inclusion
- Attendee registration list

NEW LAWS SEMINARS

- 4 registrations usable at any location
- Logo recognition on signage, website, and communications
- Recognition slide displayed before each program
- Attendee registration list





Silver Sponsorship

$35,000 | LIMITED TO 8 PARTNERS

Year-round presence with select dealer access.

Designed for organizations that want to maintain a consistent presence within the CNCDA community while engaging dealers through select signature experiences, Silver balances year-round recognition with focused in-person participation.

FEATURED SPONSORSHIP BENEFITS

NADA WELCOME PARTY

3 Registrations

A dedicated setting to connect with the California dealer community during the NADA Show.

ANNUAL CONVENTION

2 Registrations

Also includes recognition, one-minute introduction, Meet the Partners, and attendee registration list.

NEW LAWS SEMINARS

3 Registrations Usable at Any Location

Also includes program recognition and attendee registration list.

YEAR-ROUND CNCDA PRESENCE

Bulletin • Showroom TV • CNCDA.org

Maintain brand recognition across CNCDA-owned channels throughout the year.

COMPLETE SPONSORSHIP BENEFITS

YEAR-ROUND PRESENCE

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Listed sponsor on CNCDA.org
- Listed in CNCDA Partner Directory

NADA WELCOME PARTY

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

SOCAL SUMMIT

- Priority access to Summit Sponsorship Opportunities

ANNUAL CONVENTION

- 2 registrations
- Logo recognition on signage, website, and communications
- 1-minute introduction prior to panel
- Meet the Partners inclusion
- Attendee registration list

NEW LAWS SEMINARS

- 3 registrations usable at any location
- Logo recognition on signage, website, and communications
- Recognition slide displayed before each program
- Attendee registration list





Bronze Sponsorship

$25,000 | LIMITED TO 6 PARTNERS

Establish a year-round presence within the CNCDA community.

Designed for organizations looking to establish an ongoing CNCDA presence while participating directly in two important dealer-facing programs, Bronze combines year-round brand recognition with Annual Convention and New Laws access.

FEATURED SPONSORSHIP BENEFITS

ANNUAL CONVENTION ACCESS

1 Registration

Also includes recognition, one-minute introduction, Meet the Partners, and attendee registration list.

NEW LAWS SEMINARS

2 Registrations Usable at Any Location

Also includes program recognition and attendee registration list.

YEAR-ROUND CNCDA PRESENCE

Bulletin • Showroom TV • CNCDA.org • Partner Directory

Maintain brand recognition across CNCDA-owned channels throughout the year.

SOCAL SUMMIT PRIORITY

Priority Access

Annual partners receive priority access to Summit sponsorship opportunities.

COMPLETE SPONSORSHIP BENEFITS

YEAR-ROUND PRESENCE

- Logo recognition in CNCDA Bulletin
- Logo recognition on CNCDA Showroom TV
- Listed sponsor on CNCDA.org
- Listed in CNCDA Partner Directory

SOCAL SUMMIT

- Priority access to Summit Sponsorship Opportunities

ANNUAL CONVENTION

- 1 registration
- Logo recognition on signage, website, and communications
- 1-minute introduction prior to panel
- Meet the Partners inclusion
- Attendee registration list

NEW LAWS SEMINARS

- 2 registrations usable at any location
- Logo recognition on signage, website, and communications
- Recognition slide displayed before each program
- Attendee registration list



Go deeper where it matters to your strategy.

Extend your CNCDA engagement through focused opportunities built around specific dealer audiences and programs. From emerging dealership leadership to advocacy and dealer education, each opportunity offers a distinct way to strengthen your involvement with the CNCDA community.

NEXTGEN

EMERGING DEALER LEADERSHIP

Build relationships with emerging dealership leaders through sustained involvement in the NextGen program.

DEALER DAY

DEALER ADVOCACY

Support CNCDA's advocacy efforts and participate alongside dealers engaged in California's legislative process.

NEW LAWS

DEALER EDUCATION

Align your organization with essential education on the laws and regulations affecting California dealerships.



NextGen Sponsorship

$15,000 | LIMITED TO 5 PARTNERS

Build relationships with the next generation of dealer leadership.

NextGen creates sustained opportunities to engage emerging dealership leaders as they develop their leadership skills and deepen their involvement with CNCDA. Partners participate throughout the program - not simply at a single event.

YEAR-ROUND NEXTGEN ENGAGEMENT

Quarterly Virtual Meetings

Exclusive access to quarterly NextGen virtual meetings creates multiple opportunities to remain involved with the NextGen community throughout the year.

DEDICATED CONFERENCE SPOTLIGHT

10-Minute Presentation

A dedicated 10-minute spotlight presentation at the NextGen Conference.

MULTIPLE POINTS OF PARTICIPATION

Dealer Day + NextGen Conference

2 Dealer Day NextGen Reception registrations plus 1 NextGen Conference registration.

CONFERENCE ACCOMMODATIONS

1 Hotel Room Included

One hotel room for the NextGen Conference.

COMPLETE SPONSORSHIP BENEFITS

PROGRAM ENGAGEMENT

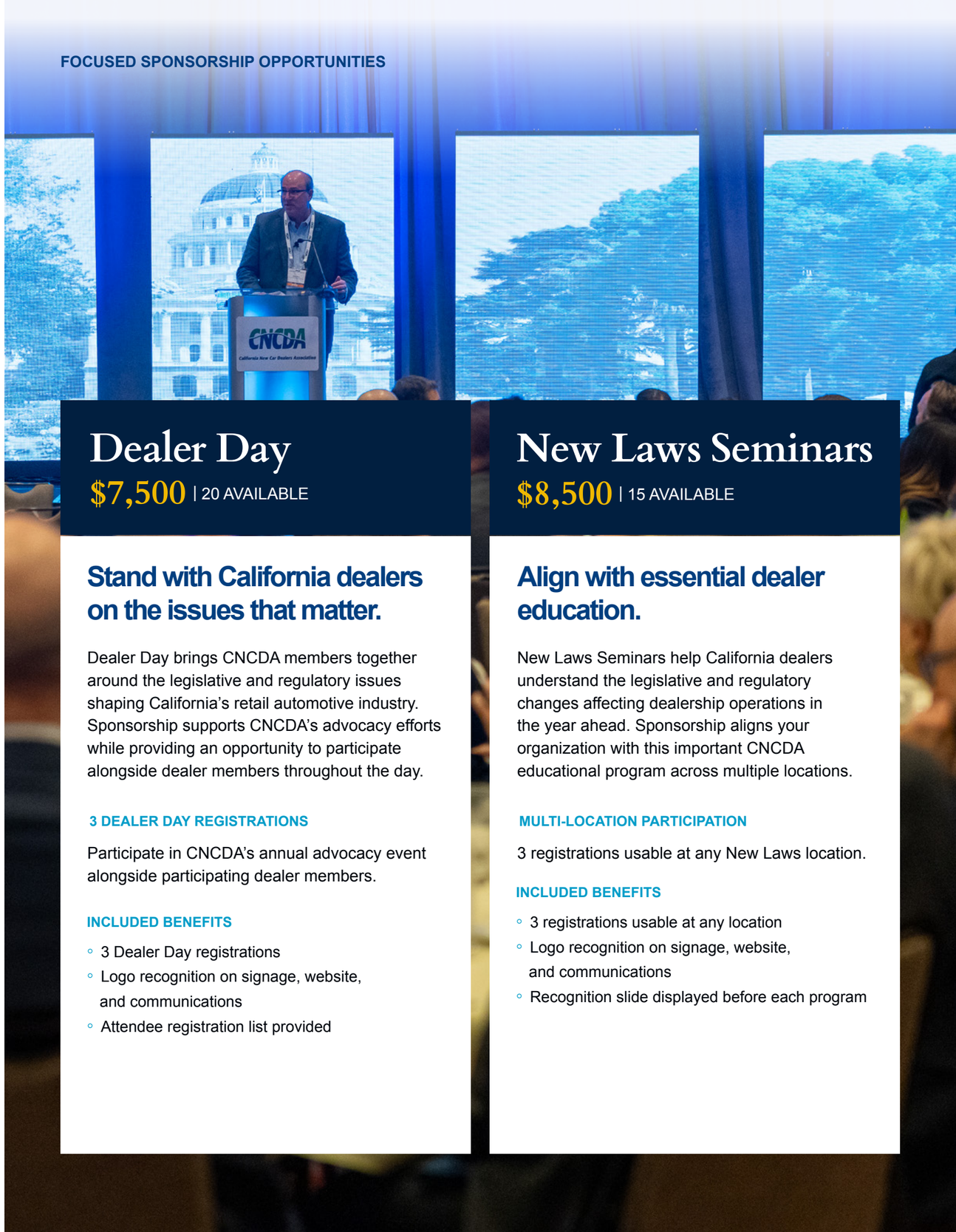
- Exclusive access to quarterly NextGen virtual meetings
- Dedicated 10-minute spotlight presentation at the NextGen Conference

EVENT PARTICIPATION

- 2 Dealer Day NextGen Reception registrations
- 1 NextGen Conference registration
- 1 NextGen Conference hotel room

PARTNER RECOGNITION

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



Dealer Day

$7,500 | 20 AVAILABLE

Stand with California dealers on the issues that matter.

Dealer Day brings CNCDA members together around the legislative and regulatory issues shaping California's retail automotive industry. Sponsorship supports CNCDA's advocacy efforts while providing an opportunity to participate alongside dealer members throughout the day.

3 DEALER DAY REGISTRATIONS

Participate in CNCDA's annual advocacy event alongside participating dealer members.

INCLUDED BENEFITS

- 3 Dealer Day registrations
- Logo recognition on signage, website, and communications
- Attendee registration list provided

New Laws Seminars

$8,500 | 15 AVAILABLE

Align with essential dealer education.

New Laws Seminars help California dealers understand the legislative and regulatory changes affecting dealership operations in the year ahead. Sponsorship aligns your organization with this important CNCDA educational program across multiple locations.

MULTI-LOCATION PARTICIPATION

3 registrations usable at any New Laws location.

INCLUDED BENEFITS

- 3 registrations usable at any location
- Logo recognition on signage, website, and communications
- Recognition slide displayed before each program



Let's Build Your 2027 CNCDA Sponsorship

Every organization has different goals. Whether your priority is building dealer relationships, increasing visibility, engaging emerging leaders, or strengthening your presence in California, CNCDA can help identify the sponsorship opportunity that best aligns with your objectives.

CONTACT

Rebecca Davis
DIRECTOR OF STRATEGIC PARTNERSHIPS
California New Car Dealers Association

rdavis@cncda.org | (916) 529-1640

CNCDA 2027 SPONSORSHIP OPPORTUNITIES

Sponsorship Interest Form

Complete and return this form to reserve your 2027 sponsorship. Availability at each level is limited and confirmed in the order received.

SPONSOR INFORMATION

PRIMARY CONTACT _____ TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

OFFICE PHONE _____ MOBILE PHONE _____

EMAIL _____

ANNUAL SPONSORSHIP

☐	**Titanium**	Maximum Access	**$85,000**
☐	**Platinum**	Elevated Engagement	**$65,000**
☐	**Gold**	Core Access	**$45,000**
☐	**Silver**	Select Access	**$35,000**
☐	**Bronze**	Year-Round Presence	**$25,000**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

☐	**NextGen**	Emerging Dealer Leadership	**$15,000**
☐	**Dealer Day**	Dealer Advocacy	**$7,500**
☐	**New Laws**	Dealer Education	**$8,500**

PAYMENT METHOD

☐ Check ☐ Credit Card ☐ Bill.com

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: rdavis@cncda.org

QUESTIONS OR TO PAY BY CREDIT CARD

Rebecca Davis, Director of Strategic Partnerships | rdavis@cncda.org | (916) 529-1640

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.