



California New Car Dealers Association  
**OPPORTUNITIES GUIDE**  
2024 Sponsorships







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## Become a 2024 CNCDA SPONSOR

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With more than 1,200 highly active 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 success of each individual dealer. CNCDA sponsors are vital to our association. With the help of our sponsor partners, we are committed to protecting and promoting the interests of the franchised new car industry in the Golden State. For 100 years, CNCDA has protected and promoted dealers' interests in California.

As a CNCDA sponsor, your company and products will be showcased to the most engaged franchised dealers across California, and will provide you with the platform to establish strong, lasting relationships with our dealer members.

This guide outlines 2024 opportunities so you can select the option that best fits your business goals.

### **ALIGN YOUR ORGANIZATION WITH OUR MEMBERS AND ENJOY DISTINCT ADVANTAGES:**

- Elevated marketing exposure
- The ability to reach a large, targeted audience of franchised new car dealers
- Making impactful connections
- Multiple opportunities to foster and maintain relationships with members
- A unique way to support the franchised new car industry





## Sponsorship **REACH**

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### **BE FEATURED**

Repetitive name placement in front of key industry contacts.

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### **STAND OUT**

Name recognition built through signage at CNCDA office, website, communications and events.

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### **NETWORK**

Your participation will put you in touch with dealers and colleagues in California's automotive industry community.

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### **CONNECT**

Increase the effectiveness of your company's outreach and sharpen your competitive edge by building preference, loyalty and brand value through association involvement.







## Sponsorship Reach **BY THE NUMBERS** (AUGUST 2022 - JULY 2023)

### MEMBERSHIP:

**Over 87% of all California Dealers are CNCDA Members**

### CNCDA.ORG:

**148,440 Page Views**

### LINKEDIN:

**1,045 Page Views, 1,086 Followers, 1,217 Reactions**

### FACEBOOK:

**1,189 Followers, 6,547 Reach**

### INSTAGRAM:

**431 Followers, 3,235 Reach, 9,739 Paid Reach**

### TWITTER:

**1,697 Followers, 357 Approximate Impressions YTD**

### EMAILS:

**6,120 Email Contacts, 33% Email Open Rate YTD**

### EMAILS SENT:

**315 Emails Sent, 304,476 Opens (Avg: 966 Opens/Email)**

### CALIFORNIA NEW CAR DEALER QUARTERLY MAGAZINE:

**Printed/ mailed to 1,500 rooftops 5x in 2024  
(Additional Commemorative 100 Year Issue)**







## 2024 Calendar of EVENTS

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### **NADA WELCOME RECEPTION**

**FEBRUARY 2, 2024**

**ENCORE - LAS VEGAS, NV**

CNCDA hosts a welcome party for California dealers and representatives attending the NADA Show. Sponsors are invited to attend. Meet and connect with our dealer members in a less formal, networking setting. Dealer RSVPs are between 100 – 150 dealers.

### **DEALER DAY**

**MARCH 20, 2024**

**THE KIMPTON SAWYER - SACRAMENTO, CA**

CNCDA's Dealer Day allows dealer members to connect with Sacramento policymakers and is critical to the success of California dealerships and the retail automotive industry. Dealer Day gives sponsors the opportunity to meet with our most active dealers who are dedicated to creating a business-friendly environment for dealerships across the state. Dealer registrations are between 70 – 80 dealers.

### **CNCDA ANNUAL CONVENTION**

**SEPTEMBER 22 – 25, 2024**

**FOUR SEASONS RESORT HUALALAI - KONA, HI**

At CNCDA's Annual Convention our primary goal is to create meaningful networking opportunities between dealers and sponsors. Over four days, sponsors are fully integrated into the events and activities. Sponsors have the same level of participation as our dealer members, including access to receptions, breakfasts, speaker sessions, activities, and our farewell dinner.

Dealer registrations are between 70 – 80 dealers.

# Sponsorship TITANIUM

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## MEMBERSHIP:

- Complimentary Associate Membership

## BRAND RECOGNITION:

- CNCDA Bulletin Logo Recognition
- CNCDA Showroom TV Logo Recognition
- Quarterly Magazine Logo Recognition

## CNCDA.ORG:

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

## NADA SHOW WELCOME RECEPTION:

- Eight NADA Welcome Reception registrations
- Registration list for NADA Welcome Reception

## 2024 DEALER DAY:

- Six Dealer Day registrations
- Two Dealer Day hotel rooms
- Registration list for 2024 Dealer Day

## 2024 ANNUAL CONVENTION:

- Four Annual Convention registrations
- Three Annual Convention hotel rooms
- Registration list for 2024 Annual Convention
- Logo recognition on signage, website and communications

## ADDITIONAL 2024 EVENT:

- Distinguished recognition as sponsor

*NOTE: Titanium Sponsorship is open to CNCDA contracted sponsors. Please inquire for more details.*







## Sponsorship **PLATINIUM**

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### **MEMBERSHIP:**

- Complimentary Associate Membership

### **BRAND RECOGNITION:**

- CNCDA Bulletin Logo Recognition
- CNCDA Showroom TV Logo Recognition
- Quarterly Magazine Logo Recognition

### **CNCDA.ORG:**

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

### **NADA SHOW WELCOME RECEPTION:**

- Six NADA Show Welcome Reception registrations

### **2024 DEALER DAY:**

- Five Dealer Day registrations
- One Dealer Day hotel room

### **2024 ANNUAL CONVENTION:**

- Four Annual Convention registrations
- Two Annual Convention hotel rooms
- Registration list for 2024 Annual Convention
- Logo recognition on signage, website and communications



# Sponsorship GOLD

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## BRAND RECOGNITION:

- CNCDA Bulletin logo recognition
- CNCDA Showroom TV logo recognition
- Quarterly magazine logo recognition

## CNCDA.ORG:

- Listed as a sponsor on CNCDA.org

## NADA SHOW WELCOME RECEPTION:

- Four NADA Show Welcome Reception registrations

## 2024 DEALER DAY:

- Four Dealer Day registrations

## 2024 ANNUAL CONVENTION:

- Two Annual Convention registrations
- One Annual Convention hotel room
- Logo recognition on signage, website and communications







## Sponsorship **SILVER**

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### **BRAND RECOGNITION:**

- CNCDA Bulletin Logo Recognition
- CNCDA Showroom TV Logo Recognition
- Quarterly Magazine Logo Recognition

### **CNCDA.ORG:**

- Listed as a sponsor on CNCDA.org

### **2024 ANNUAL CONVENTION:**

- One Annual Convention Registration
- Logo recognition on signage, website and communications



# Sponsorship DEALER DAY

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## INCLUDES:

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





# Sponsorship COMPARISON CHART

SPONSORSHIPS AVAILABLE		TITANIUM \$75K*	PLATINIUM \$50K	GOLD \$30K	SILVER \$20K	DEALER DAY \$7.5K
		5	15	10	3	15
MEMBERSHIP	Complimentary Associate Membership	●	●			
BRAND RECOGNITION	CNCDA Bulletin Recognition	●	●	●	●	
	CNCDA Showroom TV Recognition	●	●	●	●	
	Quarterly Magazine	●	●	●	●	
CNCDA.ORG	Listed Sponsor on CNCDA.org	●	●	●	●	
	Dedicated Sponsor Page with Logo and Link	●	●			
	Recognition on CNCDA Webinars	●	●			
NADA WELCOME PARTY	Registrations	8	6	4		
	Logo Recognition - Signage, Website, Communications	●	●	●		
	Attendee Registration List	●				
DEALER DAY	Registrations	6	5	4		2
	Hotel Rooms	2	1			
	Logo Recognition - Signage, Website, Communications	●	●	●		●
	Attendee Registration List	●				
	Exhibitor Table	●	●			
2024 ANNUAL CONVENTION	Registrations	4 Reps. & 4 guests**	4	2	1	
	Hotel Rooms	3	2	1		
	Logo Recognition - Signage, Website, Communications	●	●	●	●	
	Attendee Registration List	●	●			
	Exhibitor Table	●	●			
DISTINGUISHED RECOGNITION	Distinguished recognition at CNCDA Event	●				

*\*Only available with multi-year sponsorship agreements. Existing multi-year sponsorship agreements can be upgraded to Titanium sponsorship agreements. \*\*Guest cannot be additional company representatives.*

# Make Your COMMITMENT

## SPONSOR INFORMATION:

Primary Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## SELECT YOUR SPONSORSHIP:

☐ Titanium    ☐ Platinum    ☐ Gold    ☐ Silver    ☐ Dealer Day

## 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](mailto:rmatulich@cncda.org)

## QUESTIONS OR TO PAY BY CREDIT CARD:

**Rebecca Matulich**, Director of Education & Events  
[rmatulich@cncda.org](mailto: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.*