



NPDA Partner Program

Partner Level Description	Partner	Strategic Partner	OEM Partner	Non-Profit Partner
Description	Any business that wants to support NPDA and the advancement of powersports dealers.	A business who offers products or services in partnership with NPDA where NPDA helps market offerings to members in exchange for a commission or revenue sharing agreement with the Partner. NPDA may also require discounted pricing for members.	A powersports vehicle manufacturer doing business in North America.	Trade or consumer organizations that share common goals or membership with NPDA.

Why be an NPDA Partner?	Being a Partner with NPDA is a commitment to the long-term excellence and success of powersports dealers, the best way for consumers to explore, engage, and purchase powersports products and services. A healthy industry requires a healthy dealer channel with a common voice - supporting NPDA's mission as a Partner allows Partners to grow their own business by supporting the growth and excellence of the industry's dealers.
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Partner Contributions	Partner	Strategic Partner	OEM Partner	Non-Profit Partner
One-Time Initial Contribution	\$0	\$15,000	\$0	\$0
Minimum Annual Contribution	\$5,000	Commission or Revenue Sharing, \$10,000 annual minimum	\$30,000	\$1,000 or In-Kind
Multi-Year Discounts	5% per year discount for multi-year commitments that are paid up front	N/A	5% per year discount for multi-year commitments that are paid up front	
Founding Partner Option	Special recognition as Founding Partner 2x initial or annual contribution up front, prior to 12/31/2022 1 year of corresponding Partner benefits Option to extend at regular rate			

Partner Level Features & Benefits	Partner	Strategic Partner	OEM Partner	Non-Profit Partner
Partner Marketing & Awareness				
Contributing to NPDA force for good	Y	Y	Y	Y
Recognition as NPDA Partner (or Founding Partner)	Y	Y	Y	Y
Inclusion in NPDA press releases / boilerplate	Y (Founding Partners)	Y (Founding Partners)	Y	N
Inclusion on NPDA website	Y	Y (incl possible sales links)	Y	Y
Logo Exposure in Dealernews PSA Ads	Y	Y (incl possible sales links)	Y	Y
NPDA Partner Sign / Plaque / Monument	Y	Y	Y	N
Use of NPDA Logo, NPDA Partner Logo	Y	Y	Y	Y
Link to Partner Website from NPDA Website	Y	Y	Y	Y
Inclusion in NPDA Buyer's Guide	Y	Y	Y	N
NPDA Newsletter Profile	Y	Y	Y	N
Dedicated Info/Landing Page at NPDA Website	N	Y	Y	Link
Dedicated E-Blast Promo to NPDA Members	N	Y	Y	N
Informational Video	N	Y	Y	Link
Ala Carte Opportunities				
Advertising	10% off regular rate	10% off regular rate	10% off regular rate	5% off regular rate
Conference Sponsorships, Booth	10% off regular rate	10% off regular rate	10% off regular rate	5% off regular rate
Training Sponsorships	10% off regular rate	10% off regular rate	10% off regular rate	5% off regular rate
Awards Banquet Sponsorships	10% off regular rate	10% off regular rate	10% off regular rate	5% off regular rate
Future Possibilities				
Convention participation, discounts	TBD	TBD	TBD	TBD
Training participation, discounts	TBD	TBD	TBD	TBD
Advertising placement, discounts	TBD	TBD	TBD	TBD