

ASSOCIATION PARTNERSHIP PROGRAM

Benefits at a Glance

Universal Benefits

Partners of the Association receive the following annual benefits:



**EVENT/MEETING
INVITATIONS**



**BRAND
RECOGNITION**



**DIGITAL
PROFILE PAGE**



**REGULAR
COMMUNICATIONS**

Partnership Levels

Our tiered partnership program offers advertising opportunities for all business sizes.



**PREMIUM PARTNER
INFO ON NEXT PAGE**

BRONZE

NHADA Convention:

Complimentary Registrations (2)

Golf Tournament:

Tee Sponsor Sign

Big Raffle/Silent Auction:

Complimentary Registration (1)

Annual Blog Contributor

Articles (1)

NEW: Partner Profile Page

All universal features,
plus select add-ons:

- Specialties
- ~~Businesses Categories~~
- Average Budget
- Certifications/Awards
- ~~Featured Blog Posts~~

NEW: Knowledge base articles (1)

Digital Advertising:

Partner Highlight in Newsletter

Cycling Blog Ad (1)

\$2,500

SILVER

NHADA Convention:

Complimentary Registrations (3)

Golf Tournament:

Tee Sponsor Sign
Complimentary Golfer (1)

Big Raffle/Silent Auction:

Complimentary Registration (2)

Annual Blog Contributor

Articles (1)

NEW: Partner Profile Page

All universal features,
plus select add-ons:

- Specialties
- ~~Businesses Categories~~
- Average Budget
- Certifications/Awards
- ~~Featured Blog Posts~~

NEW: Knowledge base articles (2)

Digital Advertising:

Partner Highlight in Newsletter

Cycling Blog Ad (1)

\$4,500

GOLD

NHADA Convention:

Complimentary Registrations (4)

Golf Tournament:

Tee Sponsor Sign
Complimentary Golfer (2)

Big Raffle/Silent Auction:

Complimentary Registration (3)

Annual Blog Contributor

Articles (1)

NEW: Partner Profile Page

All universal features,
plus select add-ons:

- Specialties
- ~~Businesses Categories~~
- Average Budget
- Certifications/Awards
- ~~Featured Blog Posts~~

NEW: Knowledge base articles (3)

Digital Advertising:

Partner Highlight in Newsletter

Cycling Blog Ad (1)

\$6,500

Premium Packages

Premium partners receive all universal benefits, additional advertising opportunities, video content, custom solutions, and:

PLATINUM

NHADA Convention:

Complimentary Registrations (4)

Golf Tournament:

Tee Sponsor Sign
Complimentary Golfer (4)

Big Raffle/Silent Auction:

Complimentary Registration (4)

Annual Blog Contributor

Articles (2)

NEW: Partner Profile Page

All universal features,
plus select add-ons:

- Specialties
- Businesses Categories
- Average Budget
- Certifications/Awards
- Featured Blog Posts

NEW: Knowledge base articles (4)

Digital Advertising:

Exclusive Partner Highlight in Newsletter
Cycling Blog Ad (2)
90-second video emailed to primary member list (1)
Educational webinar for membership (1)

\$10,000

DIAMOND

NHADA Convention:

Complimentary Registrations (4)

Golf Tournament:

Tee Sponsor Sign
Complimentary Golfer (4)

Big Raffle/Silent Auction:

Complimentary Registration (4)

Annual Blog Contributor

Articles (3)

NEW: Partner Profile Page

All universal features,
plus select add-ons:

- Specialties
- Businesses Categories
- Average Budget
- Certifications/Awards
- Featured Blog Posts

NEW: Knowledge base articles (5)

Digital Advertising:

Exclusive Partner Highlight in Newsletter
Cycling Blog Ad (6)
90-second video emailed to primary member list (4)
Educational webinar for membership (2)

\$15,000

About The Program:

The Association Partnership Program (APP) was established to give businesses that work directly with New Hampshire's Motor Vehicle industry the opportunity to get noticed. Our in-person events combined with our digital advertising offerings provide you a great opportunity to network and acquire new business. **Ready to get started? Let's get in touch.**



Lisa Lavoie

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NEW HAMPSHIRE
AUTOMOBILE DEALERS
ASSOCIATION