



SERVE SHARE SUPPORT

2024 Sponsor Media Planner

Driving Auto Dealer Success Since 1962

The NMIADA Media Planner is the most effective way to get your company's brand and value message across to over 1000 independent dealers in New Mexico.

With nearly half of all New Mexico higher volume dealers being members of the association, your brand will have a distinct advantage in reaching those performing dealerships from across the state.

Our media channels are organized in three categories. These are customizable and can fit any advertising budget to ensure maximum effect of your advertising and event dollars.



Events:

Building relationships has always been one of the tenets of the NMIADA. In New Mexico, face to face meetings can create a life long customer. NMIADA hosts events during the course of the year that give your marketing team solid opportunities to get in front of New Mexico's best auto dealers and give you exclusive moment to sell your service or product. We offer monthly opportunities with our Pre-Licensing Education classes, Continuing Education seminars, seasonal events and of course our annual convention.



Scholarship:

The NMIADA Scholarship program started in 2017 as a way for its dealer members to directly support their dealer community. Members contribute by renewing their membership with a portion of their dues going to support the Scholarship Program, and by their purchases at the NMIADA eStore. The NMIADA also holds an annual Golf Tournament where all proceeds are to support the scholarship fund. Donations from dealers and sponsor members are also welcome.

As of 2023 the NMIADA has given \$60,000 to dependents of members. View our Expo Media Planner for ways to sponsor a scholarship.



eMedia:

NMIADA has aggressively expanded it's digital presence and abilities to deliver the latest in news, offers, and instruction to our members across the state. We offer several platforms where your company's value message can be digitally sent, shared, and understood at lightning speed.

Advertising digitally with the NMIADA allows your brand to get in front of your target audience with our "click-through" web banners, email campaigns, and social media outreach.

NMIADA Education

NMIADA holds several state mandated education classes throughout the year. These events are available for sponsorship. Current trends allow you to remotely leverage your company's value message and programs to new and existing dealers with face to face interaction utilizing video or PowerPoint presentations via Zoom. List of attendees and a follow up email are included for each class.

See below for sponsorship opportunities:

Pre-Licensing Education Sponsorships

| PLE Class | Cost |
|------------|------------|
| 3 Classes | \$500.00 |
| 6 Classes | \$900.00 |
| 12 Classes | \$1,500.00 |

PLE and Continuing Education kits can link study-aid material to attendees during their class. This is a cost effective way to get a actual “In Hand” message to your market via email and zoom.

Pre-Licensing Education



The state of New Mexico requires an 8-hour Pre-Licensing class in order to apply for a Dealer’s License.

In 2023 we had a total of 104 PLE students of which 73 (70%) have become licensed dealers in our state. It takes an average of 3 months from the time they take the class to become licensed.

Check our Events Calendar online for dates.

Zoom Class Benefits

Unlike our traditional in-person classes, our Zoom classes offer our sponsors a unique sales opportunity.

A vendor can still interact with dealer students and supply them with a wealth of information, with the ability to exchange contact and sales information. You can do this while saving on travel expenses, and schedule these interactions in a shorter timeframe.

These 5 to 10 min opportunities offer you an engaged audience to introduce and position your company.

104 student in 2023 for PLE with an average of 9 dealers per class

376 students in 2023 for CE with an average of 48 dealers per class

\$200.00 for PLE Zoom spot

\$480.00 for CE Zoom spot

Includes:

- 5 to 10 min spot
- Includes doc file link on login email
- Email handshake prior to class
- Link in chat
- Warm introduction
- Follow-up e-mail



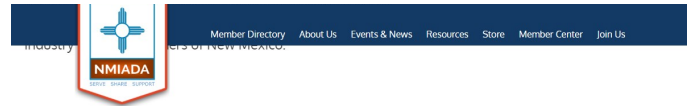
NMIADA eMedia

Web Banners

Every dealer in New Mexico must go to www.NMIADA.com to register for PLE or CE, apply and purchase bonds or insurance, order dealer supplies and forms, the NMIADA website is only seeing its online traffic increase. This advertising tool is an excellent way to have your company's logo and profile current through the course of the year.

Banner ads run for 6, and 12 months subscriptions in 3 sizes: Home Page Slider, Regular Banner that can be affixed to any page on the site, and Side Page Banner that is a small horizontal oriented on either the left or right side of any page. Click-through is supported with proper URL you provide. These can be updated to correspond to any banner change at the subscribers request. We support Gif, PNG, Bitmap, or jpeg formats only.

Video content available with your YouTube link, along with a 50-word block to describe your company's mission and value statement. The 50 word block can (with proper URL) contain a link to a corresponding page.



Home Page Slider



Upcoming Events



What is the NMIADA?

NMIADA, a nonprofit 501(c)(6) association was established in 1962. Our purpose and goal is to encourage the joining together of Independent Automobile Dealers and all automotive entities to promote and form a bond to accomplish one common mission. This mission is to educate, train and promote our dealers in a field that is ever changing, which means we need to change faster so we can better run our businesses, and treat our consumers and communities with the utmost transparency and integrity. Which is one of the reasons for our newly designed website and upgraded software. To better serve you: The Member.

Regular Banner

| Banner Type | Banner Size | 6 Month | 12 Month |
|------------------|-------------|-----------|-----------|
| Home Page Slider | 1875x600 | \$650.00 | \$1000.00 |
| Regular Banner | 480x60 | \$350.00 | \$550.00 |
| Side Page Banner | 175x300 | \$275.00 | \$400.00 |
| Video Banner | 1875X600 | \$1000.00 | \$1500.00 |

Lobby

In our lobby we have dealers pass through our waiting area on a daily basis and our Large Screen TV scrolls important information as well as Vendors' and Sponsor's messages. We invite you to utilize this tool for greater brand recognition, announcements, and new deals. Pixel size is 1280x720 in jpeg format only.

| Size | 3 Month | 6 Month | 12 Month |
|----------|----------|----------|----------|
| 1280x720 | \$300.00 | \$400.00 | \$500.00 |

Email Campaigns

Email campaigns are an effective way to reach your audience and a great way to alert them to specials, announcements, exclusive offers and changes. Our emails have a 52% open rate so your message is going to be read.

Emails can be composed with a combination of ads, links, subject line tag lines and value messages. All graphics must be in a PNG or jpeg format. E-mail cost is dependent on campaign length.



| Email Occurrence | 1 E-mail | 3 E-mails | 6 E-mails | 12 E-mails |
|------------------|-----------|-----------|-----------|------------|
| Campaign Cost | \$ 100.00 | \$225.00 | \$420.00 | \$780.00 |

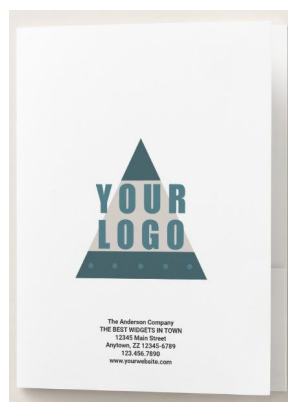
Social Media

The NMIADA is aggressively expanding our social media footprint. With a rapidly growing Facebook and Instagram account our followers are learning to watch these outlets for the latest news and compliance updates. This is a golden opportunity for you to brand to a large number of members in an immediate way.



Additional Sponsorships

- Lanyards \$700
- Folders \$1000
- Pens \$700
- Notebooks \$2000



Materials given out at events.

Disclosure:

All material Branding is in concert with NMIADA branding and must be approved.

NMIADA Sponsorship Tier Levels

Sponsorship levels elevate your brands recognition and are customizable to fit into your company's budget.



Platinum—\$10,000.00

- 8 Continuing Education Presentations
- 12 Pre-Licensing Presentations
- 8 E-mail Campaigns
- 8 Social Media Campaigns
- Revolving Lobby TV Ad Spot
- Website Directory Listing
- Homepage Banner (1875x600)
- Window Placement (At NMIADA Office)
- Named Sponsor for all NMIADA Events
- Homepage Banner (1875x600)



Gold—\$5,000

- 6 Continuing Education Presentations
- 8 PLE Presentations
- 6 E-mail Campaigns
- 6 Social Media Campaigns
- Revolving Lobby TV Ad Spot
- Website Directory Listing
- Regular Web Banner (480x60)
- Logo recognition at events



Silver—\$3,000.00

- 4 Continuing Education Presentations
- 6 Pre-Licensing Presentations
- 4 E-mail Campaigns
- 4 Social media Campaigns
- Revolving Lobby TV Ad Spot
- Website Directory Listing
- Regular Web Banner (480x60)
- Logo Recognition at events



Bronze—\$2,000.00

- 2 Continuing Education Presentation
- 4 Pre-Licensing Presentation
- 2 E-mail Campaigns
- 2 Social Media Campaigns
- Revolving Lobby TV Ad Spot
- Website Directory Listing
- Logo recognition at events



Basic—\$1,000.00

- 1 Continuing Education Presentation
- 2 Pre-Licensing Presentation
- 2 E-mail Campaigns
- 2 Social Media Campaigns
- Website Directory Listing
- Logo recognition at events

New Mexico Small Business Sponsor

These Sponsorships are for local New Mexico area businesses who wish to expand their visibility and grow their market.



OR



Red-

\$250.00

- 1 Social Media Post
- 1 Email Add
- Website Directory Listing
- 10% Discount on additional
- a'la'carte sponsorship events

Green-

\$500.00

- 2 Social Media Post
- 2 Email Add
- Website Directory Listing
- Logo Recognition at events
- 15% Discount on additional
- a'la'carte sponsorship events



All Local Industry Partners are welcome to become Sponsors

- Body Shops
- Mechanic Shops
- Detail Shops
- Tire Shops
- Tint & Window
- Towing Companies
- Locksmiths
- Audio and Accessories