



# 2025 GUIDE

Sponsorship  
Opportunities

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# Become a 2025 CNCDA **SPONSOR**

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With more than 1,200 highly active dealer members, the California New Car Dealer 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 a vital part of our Association. With the help of our sponsor partners, we can protect and promote the interests of franchised new car and truck dealers in the Golden State. For over 100 years, our mission has been to support and advance the interests of California's franchised new car and truck dealers.

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

This guide outlines 2025 opportunities available, 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
- Reach a large, targeted audience of California's franchised new car and truck 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 ACCESSIBLE

Repetitive brand placement in front of key industry contacts.

## STAND OUT

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

## NETWORK

Your participation will connect you with dealers and colleagues in California's automotive community.

## 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

(JUNE 2023 - JUNE 2024)



### MEMBERSHIP:

85% OF ALL CALIFORNIA DEALERS ARE CNCDA MEMBERS



### WWW.CNCDA.ORG:

2024: 165,098 PAGE VIEWS | 52,505 USERS



### SOCIAL MEDIA:

LINKEDIN: 2,485, 1,632 FOLLOWERS | 2,832 REACTIONS

FACEBOOK: 1,200 FOLLOWERS | 12,100 REACH

INSTAGRAM: 575 FOLLOWERS | 4,800 REACH | 1,300 INTERACTIONS

TWITTER: 745 FOLLOWERS | 8,533 IMPRESSIONS



### EMAILS:

10,846 SUBSCRIBERS | 34% OPEN RATE | AVG. 1,066 OPENS/EMAIL | 897,519 SENDS (257 EMAILS SENT)



### CALIFORNIA NEW CAR DEALER QUARTERLY MAGAZINE:

MAILED TO 1,500 ROOFTOPS (4 ISSUES): 7,500 MAGAZINE DELIVERIES | A DIGITAL VERSION IS EMAILED TO ALL MEMBER CONTACTS AT THE TIME OF PUBLICATION

2025

# CALENDAR OF EVENTS

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## JANUARY

NADA WELCOME PARTY  
JANUARY 24, 2025 | 6 PM – 8 PM  
LE MÉRIDIEN  
NEW ORLEANS, LOUISIANA

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

## MARCH

CNCDA NEXTGEN DEALER DAY RECEPTION  
MARCH 25, 2025 | 6 PM – 9 PM  
SACRAMENTO, CA

CNCDA hosts 15-30 NextGen dealers to meet, participate in statewide advocacy, and to discuss engagement opportunities that support CNCDA's legislative efforts.

DEALER DAY  
MARCH 26, 2025 | 9 AM – 8 PM  
THE HYATT REGENCY SACRAMENTO  
SACRAMENTO, CA

CNCDA Dealer Day allows dealer members to connect with with state policymakers in Sacramento and is critical to the success of California dealerships and the retail automotive industry. CNCDA's 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 80 - 100 dealers.





2025

# CALENDAR OF EVENTS

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## JUNE

CNCDA DEALER DINNER  
JUNE 25, 2025  
SAN DIEGO, CA

The CNCDA Dealer Dinner is a returning highlight in the automotive industry. As a sponsor, seize the opportunity to connect with industry leaders, elevate your brand's visibility, and forge lasting partnerships. Dealer RSVPs are between 40 and 60.

## AUGUST

CNCDA NEXTGEN RETREAT  
TBD

Over two days, CNCDA's NextGen Steering committee and dealer members gather to map the group's direction and plan the NextGen group's events and activities for the upcoming year. Then, a select group of engaged dealers meet for interactive personal and professional development sessions while also connecting on issues they face unique to their roles. This small gathering is an excellent opportunity to form lasting relationships with California's future dealer Principals.

## SEPTEMBER

CNCDA ANNUAL CONVENTION  
SEPTEMBER 21 – 24, 2025  
FOUR SEASONS RESORT HUALALAI  
KONA, HI

The primary goal of CNCDA's Annual Convention is to create meaningful networking opportunities between dealers and sponsors. Over four days, sponsors are fully integrated into the events and activities. As a sponsor, you will 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 COMPARISON CHART

SPONSORSHIPS AVAILABLE		TITANIUM	PLATINIUM	GOLD	SILVER	BRONZE	NEXTGEN*	DEALER DAY
		\$85K*	\$65K	\$40K	\$25K	\$15K	\$15K	\$7.5K
		7	12	8	5	10	3	15
MEMBERSHIP	Complimentary Associate Membership	X						
	CNCDA Bulletin Recognition	X	X	X	X	X		
BRAND RECOGNITION	CNCDA Showroom TV Recognition	X	X	X	X	X		
	Social Media Promotion	Yearly						
	Quarterly Magazine	X	X	X	X	X		
	Recognition on CNCDA Webinars	X	X					
CNCDA.ORG	Listed Sponsor on CNCDA.org, linked to website	X	X	X	X	X		
	Dedicated Sponsor Page with Additional Information	X	X					
NADA WELCOME PARTY	Registrations	8	6	4				
	Logo Recognition - Signage, Website, Communications	X	X	X		X		
	Attendee Registration List	X						
DEALER DAY	Registrations	6	5	4				3
	Exclusive Board Dinner Invitation	1						
	Hotel Rooms	2	1					
	Logo Recognition - Signage, Website, Communications	X	X	X		X		X
	Attendee Registration List	X						
	Exhibitor Table	X	X					
2025 ANNUAL CONVENTION	Registrations	4 Reps & 4 guests	4**	2*	1*			
	Activites Comped	X						
	Hotel Rooms	3	2	1				
	Logo Recognition - Signage, Website, Communications	X	X	X	X	X		
	Attendee Registration List	X	X					
CNCDA DEALER MEMBER DINNER	Registrations	2						
	Logo Recognition - Signage, Website, Communications	X				X		
	Attendee Registration List	X						
NEXTGEN	Logo Recognition - Dealer Day NextGen Reception and Retreat						X	
	Listed sponsor on CNCDA NextGen Page & quarterly Newsletter						X	
	Dealer Day NextGen Reception Registrations						2	
	NextGen Retreat Registrations						1	
	NextGen Retreat Hotel Room						1	

\*\*Guest registrations permitted \*No guest registrations available ^Only open as add on to Platinum and Titanium or above



# Sponsorship

# TITANIUM

(\$85,000)

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## MEMBERSHIP:

- Complimentary Associate Membership

## BRAND RECOGNITION:

- CNCDA Bulletin Logo Recognition
- CNCDA Showroom TV Logo Recognition
- Yearly Social Media Recognition
- Quarterly Magazine Logo Recognition
- Recognition on CNCDA Webinars

## 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
- Logo recognition on signage, website and communications

## 2025 DEALER DAY:

- One Invitation to CNCDA Board Dinner
- Six Dealer Day registrations
- Two Dealer Day hotel rooms
- Registration list for 2025 Dealer Day
- Exhibitor Table
- Logo Recognition on signage, website and communications

## 2025 ANNUAL CONVENTION:

- Four Annual Convention registrations and four guest registrations
- Complimentary Activities for registrants and guests
- Three Annual Convention hotel rooms
- Registration list for 2025 Annual Convention
- Logo recognition on signage, website and communications

## CNCDA DEALER DINNER:

- Two Registrations
- Logo recognition on signage, website and communications
- Registration list for 2025 CNCDA Dealer Dinner





## Sponsorship

# PLATINUM

(\$65,000)

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### BRAND RECOGNITION:

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

### 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
- Logo recognition on signage, website and communications

### 2025 DEALER DAY:

- Five Dealer Day registrations
- One Dealer Day hotel rooms
- Exhibitor Table
- Logo Recognition on signage, website and communications

### 2025 ANNUAL CONVENTION:

- Four Annual Convention registrations and ability to register four guests
- Two Annual Convention hotel rooms
- Registration list for 2025 Annual Convention
- Logo recognition on signage, website and communications

# Sponsorship

# **GOLD**

(\$40,000)

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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
- Logo recognition on signage, website and communications

## **2025 DEALER DAY:**

- Four Dealer Day registrations
- Logo Recognition on signage, website and communications

## **2025 ANNUAL CONVENTION:**

- Two Annual Convention registrations (no guest registrations permitted)
- One Annual Convention hotel room
- Logo recognition on signage, website and communications



## Sponsorship

# SILVER

(\$25,000)

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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

### 2025 ANNUAL CONVENTION:

- One Convention Registration (no guest registrations permitted)
- Logo recognition on signage, website and communications



## Sponsorship

# BRONZE

(\$15,000)

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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:

- Logo recognition on signage, website and communications

### 2025 DEALER DAY:

- Logo recognition on signage, website and communications

### 2025 ANNUAL CONVENTION:

- Logo recognition on signage, website and communications

### CNCDA DEALER DINNER:

- Logo recognition on signage, website and communications





## Sponsorship

# DEALER DAY

(\$7,500)

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

## Additional Sponsorship

# NEXTGEN

\*Only available to Platinum and Titanium Sponsors

(\$15,000)

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### NEXTGEN DEALER DAY RECEPTION:

- Logo Recognition on signage, website and communications
- Two Registrations to the NextGen Dealer Day Reception

### BRANDING RECOGNITION:

- Listed as a sponsor on CNCDA NextGen Page
- Listed as a sponsor on quarterly NextGen Newsletter

### NEXTGEN RETREAT:

- Logo recognition on signage, website and communications
- One Registration to NextGen Retreat
- One Hotel Room for NextGen Retreat

I'm Ready to Become  
**CNCDA SPONSOR!**

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**SPONSOR INFORMATION:**

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

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

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

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

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

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

**SELECT YOUR SPONSORSHIP:**

Titanium Platinum Gold Silver

Bronze Dealer Day

NextGen (Addition to Platinum or Titanium Sponsorship)

**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

**QUESTIONS OR TO PAY BY CREDIT CARD:**

**Rebecca Matulich**, Director of Events & Partnerships

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.