



# 2021 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, a face to face meeting 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, and seasonal events..



## Scholarship:

The NMIADA Scholarship program was 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 accepts donations from dealers and sponsor members.

As of 2019 the NMIADA has given \$17,000 to dependents of members. View our Expo Media Planner for ways to sponsor a scholarship.



## Annual Expo:

The annual Expo is the largest auto industry event in the state bringing together over 400 dealers under one roof. This is a golden opportunity to present and sell your products and services while building lasting relationships with New Mexico dealers. Our Expo Media Planner offers a vast selection of choices that will elevate your standing this market.



## eMedia:

NMIADA has aggressively expanded its 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 vendor 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.

See below for the schedule of classes and sponsorship opportunities:

Pre-Licensing Education		
PLE Class	Regular Cost Non-Sponsors	Discounted Cost for Sponsors
3 Classes	\$500.00	\$375.00
6 Classes	\$900.00	\$750.00
12 Classes	\$1,800.00	\$1,500.00

In person PLE and Continuing Education kits have printed study-aid material that new and veteran auto dealers use during their class. We allot space for Vendors to insert flyers, sell sheets and coupons in these kits. This is a cost effective way to get a actual "In Hand" message to your market.

## Pre-Licensing Education Online Schedule

- January 12, 2021
- February 9, 2021
- March 9, 2021
- April 13, 2021
- May 11, 2021
- June 8, 2021
- July 13, 2021
- August 10, 2021
- September 14, 2021
- October 12, 2021
- November 19, 2021
- December 14, 2021

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

In 2020 we had a total of 162 PLE students of which 113 (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.



## Continuing Education Sponsorship Opportunities

The state of New Mexico requires a 4-hour Continuing Education be taken annually. this became effective on July 1, 2019. All independent dealers must take this class in order to renew their dealer license.

### Table Only:

Table space is limited for these events. Each will have a space of five tables.

What you get:

- Opportunity to interact with attendees
- Your company marketing flyer in education packet  
*We urge you to have this to us a week prior to the class*
- Attendee List

Table Cost: \$500/event



### Title Sponsor for Event:

Space for one Title Sponsor per event.

What you get:

- Table
- All marketing for event will contain your company logo
- Speaking opportunity at event
- Your company marketing flyer in education packet
- Attendee List

Title Sponsor Cost: \$1800

# Of Events	Total
1	\$500.00
3	\$1,350
6	\$2,500

## Continuing Education Online Schedule

- January 21, 2021
- February 18, 2021
- March 18, 2021
- April 22, 2021
- May 20, 2021
- June 17, 2021
- July 15, 2021
- August 19, 2021
- September 16, 2021

Live class to be held  
November 11th at our  
Annual Convention



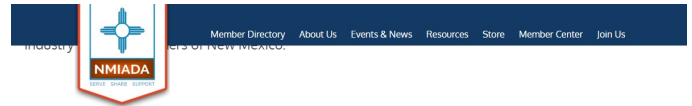
# NMIADA eMedia

## Website Banners

With every dealer in New Mexico registering for PLE or CE at the NMIADA website we are experiencing increased online traffic. 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 3, 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	3 Month	6 Month	12 Month
Home Page Slider	1875x600	\$500.00	\$600.00	\$1000.00
Regular Banner	480x60	\$200.00	\$300.00	\$500.00
Side Page Banner	175x300	\$200.00	\$275.00	\$350.00
Video Banner	1875X600	\$850.00	\$1000.00	\$1500.00

## Lobby

In our lobby we have 1,500 dealers pass through our waiting area on a monthly basis and our Large Screen TV scrolls important information as well as Vendors and Sponsors messages. We invite you to utilize this tool for greater brand recognition, announcements, and hot 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 45% 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

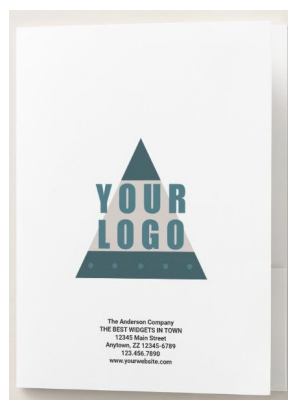
## Social Media

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 your to brand to a large number of members in an immediate way. Currently we are including an Instagram and Facebook link on all of our email campaigns.



## Additional Sponsorships

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



### 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 cater your company's needs.



## Platinum—\$10,000.00

- 6 CE Presentations per year
- 12 PLE Presentations per year
- 12 Monthly E-mail Campaigns
- Window Placement
- Named Title Sponsor for all NMIADA Events
- 1 Prime Convention Booth & 2 Passes
- Revolving Lobby TV Ad Spot
- Enhanced NMIADA Website Listing
- Homepage Banner
- 12 Social Media Campaigns
- PLE & CE Kit Marketing Flyer



## Gold—\$5,000

- 4 CE Presentations per year
- 8 PLE Presentations per year
- 6 E-mail Campaigns
- 6 Social Media Campaigns
- 1 Convention Booth
- Revolving Lobby TV Ad Spot
- Enhanced NMIADA Website Listing
- Regular Web Banner
- PLE & CE Kit Marketing Flyer
- Logo recognition at events



## Silver—\$2,500.00

- 3 E-mail Campaigns
- 4 PLE Presentations
- 3 Social media Campaigns
- Revolving Lobby TV Ad Spot
- Enhanced NMIADA Website Listing
- PLE & CE Kit Marketing Flyer
- Logo recognition at events



## Bronze—\$1,500.00

- Enhanced NMIADA Website Listing
- 3 PLE Presentation
- 2 E-mail Campaign
- 1 Revolving Lobby TV Add Spot
- PLE & CE Kit Marketing Flyer
- 2 Social Media Campaigns
- Logo recognition at events



## Friend Sponsor—\$500.00

- Includes Enhanced Website Listing
- Discount on additional sponsorships.
- PLE & CE Kit Marketing Flyer