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Sponsorship Opportunities for the 2017 Pittsburgh International Auto Show, February 17-20, 2017 presented at the D.L. Lawrence Convention Center in Pittsburgh, PA

*** Presenting Sponsor - One available (\$50,000 investment)**

GPADA to include the Presenting Sponsor name in the title of the 2017 Auto Show as in "2017 Pittsburgh International Auto Show presented by (company name), other benefits include full page Auto Show program ad, logo on program cover, 200 Auto Show tickets, web link to Auto show, included in TV/Radio/Print ads, TV interview, social media, logo on all banners outside/inside the building with special entrance recognition/window (18) and escalator (1) clings at convention center, ribbon cutting ceremony, Annual Golf Outing banner, twelve (12) tickets for the *Dancing with the Cars* Charity Preview/main stage presentation. 20x20 exhibit booth, logo on multiple billboards

*** Official Sponsor - Exclusive to Market Sector (\$30,000 investment)**

Includes full page Auto Show program ad, logo on program cover, 150 Auto Show tickets, web link to Auto Show, included in TV/Radio/Print ads, TV interview, social media, logo on all banners outside/inside/window (12) and escalator (1) clings at convention center, Annual Golf Outing banner, eight (8) tickets for the *Dancing with the Cars* Charity Preview/main stage presentation, 15x20 exhibit booth, logo on multiple billboards

Shuttle Bus Sponsor - One available (\$20,000 investment)

Includes sponsorship of all (four to six) shuttle buses running continuously during the four Auto Show days, total of 44 hours each bus, making a total of 1,500 trips, half page Auto Show program ad, 75 Auto Show tickets, web link to Auto Show, included in TV/Radio/Print ads, signage on all buses and at pickup/dropoff locations, eight (8) tickets for the *Dancing with the Cars Charity Preview*, logo on all banners inside convention center, 10x20 exhibit booth

Auto Show Voucher Program - (\$10,000 + 50% ticket reimbursement)

Includes half page Auto Show program ad, 50 Auto Show tickets, web link to Auto Show, logo on all Auto Show print ads, eight (8) tickets for the *Dancing with the Cars Charity Preview*, logo on all banners inside convention center, 10x20 exhibit booth. Auto Show Voucher program sponsor to produce and distribute Auto Show complimentary vouchers to sponsor designated customer list, then reimburse GPADA 50% of ticket face value for each voucher redeemed at the Auto Show

Business Elite Sponsor - (\$10,000 investment)

Includes half page Auto Show program ad, 35 Auto Show tickets, link to Auto Show website, logo on all Auto Show print ads, four (4) tickets for the ***Dancing with the Cars Charity Preview***, logo on all banners inside convention center, 10x20 exhibit booth

Mark of Quality Sponsor - (\$5,000 investment)

Includes quarter page Auto Show program ad, 25 Auto Show tickets, link to Auto Show website, logo on all Auto Show print ads, logo on all banners inside convention center, 10x15 exhibit booth

Customer First Sponsor - (\$3,000 investment)

Includes quarter page Auto Show program ad, 15 Auto Show tickets, link to Auto Show website, logo on all Auto Show print ads, logo on all banners inside convention center, 10x10 exhibit booth

Additional benefits for all Auto Show sponsors:

- 60,000+ anticipated attendance
- Auto Show program available to 60,000+ attendees on site
- All sponsors announced on 2nd Tuesday Audio Broadcast to GPADA members
- All sponsorships are customizable to meet mutual needs
- Available annual independent "Economic Impact Study" highlighting eleven billion dollars of economic impact on Greater Pittsburgh Area communities by the GPADA member auto dealer owners (employment, sales, wages, advertising, local and state taxes, charitable contributions, etc.)
- Opportunity for GPADA Association/Auto Show sponsorship package discount

*** Presenting and Official Auto Show sponsors may have additional unique VIP opportunities**

Contact:

Dave Amati, GPADA Director of Business Development to discuss Pittsburgh International Auto Show sponsorship opportunities. damati@gpada.com, 412-552-8545