



207 Sigma Dr. Pittsburgh, PA 15238 412/963-8909 www.pittautoshow.com

Sponsorship Opportunities

2018 Pittsburgh International Auto Show

February 16-19, 2018

David Lawrence Convention Center, Pittsburgh, PA

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

GPADA to include the Presenting Sponsor name in the title of the 2018 Auto Show as in "2018 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/Digital 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" Auto Show 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/Digital 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" Auto Show Charity Preview/main stage presentation, 15x20 exhibit booth, logo on multiple billboards.

Shuttle Bus Sponsor - (\$10,000 per bus)

Includes sponsorship of one or more (number to be determined) shuttle buses with your company logo on both sides of the bus. Buses will be running continuously during the four Auto Show days, total of 44 hours each bus, making a total of approximately 1,500 trips, half page Auto Show program ad, 100 Auto Show tickets, web link to Auto Show, included in TV/Radio/Print/Digital ads, signage on all buses and at pickup/drop off locations, eight (8) tickets for the "Dancing with the Cars" Auto Show Charity Preview, logo on all banners inside convention center, 10x20 exhibit booth.

Auto Show Voucher Program - (\$7,500 + 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" Auto Show Charity Preview, logo on select 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.

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 (payroll, taxes, advertising, etc.)
- Opportunity for GPADA Association/Auto Show sponsorship package discount

Customized sponsorships available

* 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