

BC Powersports Dealers Association

ANNUAL DEALER SUMMIT 2026

November 8-9, 2026 | River Rock Casino Hotel, Richmond, BC

Hosted by the BC Powersports Dealers Association (BCPDA)

Connecting Dealers, OEMs, and Industry Partners Across British Columbia

“The Annual Leadership Event for the BC Motorcycle & Powersports Industry”

The BCPDA Dealers Summit is an annual gathering of powersports dealers, manufacturers, industry partners, and stakeholders from across British Columbia. The Summit provides a platform for collaboration, industry education, and discussion around key issues impacting the powersports sector. Summit programming includes:

- Industry keynote presentations
- Dealer workshops and panel discussions
- Regulatory and policy updates
- Networking events and industry socials

Feedback from the 2025 Summit demonstrated strong support from participating dealers, with an overall experience rating of 4.63 out of 5, a content value rating of 4.46 out of 5, and a 4.75 out of 5 likelihood of attending again. Dealers identified networking, industry collaboration, and regulatory updates as the most valuable aspects of the event. Planning for the 2026 Summit will build on this success by expanding business-focused programming, enhancing dealer engagement opportunities, and increasing industry partner involvement.

Why Sponsor the BCPDA Dealers Summit

Sponsoring the BCPDA Dealers Summit provides direct access to the decision makers shaping the powersports industry in British Columbia.

Sponsorship Benefits

- ✓ Direct access to **BC dealership decision makers**
- ✓ Industry relationship building
- ✓ Brand exposure within the **powersports retail network**
- ✓ Opportunity to influence industry discussions
- ✓ Alignment with industry advocacy and education
- ✓ Relationship building with OEMs and industry partners
- ✓ Opportunity to present industry insights or updates

2026 Dealer Summit Sponsorship Packages

✿ SPONSORSHIP LEVELS AVAILABLE

● PLATINUM PRESENTING SPONSOR – \$5,000 (1 Available)

Maximum exposure + industry leadership

- “Presented by [Sponsor]” title recognition
- Premium logo placement on all materials
- Speaking opportunity (keynote/opening)
- **Premium exhibitor space + banner placement (high visibility)**
- Full-page program ad
- 4 registrations (Value of \$1200)
- Press + social campaign recognition

**** Option to sponsor a panel session**

● GOLD SPONSOR – \$3,500 (2 Available) ★ MOST POPULAR

High visibility + strong engagement

- Prominent logo placement
- Recognition during opening and closing remarks
- **Exhibitor space + banner placement**
- Half-page program ad
- 2 registrations (Value of \$600)

**** Option to sponsor industry Networking Dinner, add on \$500.**

○ SILVER SPONSOR – \$2,500

Balanced visibility + access

- Logo on signage and digital promotions
- Recognition during sessions
- **Exhibitor table/booth space (no banner)**
- Quarter-page program ad
- 1 registration (Value of \$295)

****Option to add sponsor of Breakfast or Lunch Session add \$500.**

● BRONZE SPONSOR – \$1,500

Brand awareness + visibility

- Logo on event signage and website
- Recognition in event program
- Delegate bag insert
- Social media feature (1 post)
- Post-event attendee list

Exhibitor space available as an upgrade (\$500).

****Option to add sponsor of Coffee Break Session add \$500.**

◆ EXHIBITOR PACKAGE – \$1,000

Direct dealer engagement through on-site presence

- One (1) exhibitor table/booth space
 - Two (2) exhibitor passes
 - Company listing in event program
 - Logo on event webpage
 - Recognition in event AV slides
 - Opportunity to provide promotional materials
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👤 Specialty Sponsorship Opportunities

Enhance your presence with targeted event visibility:

Opportunity	Investment	Highlights
Reception Sponsor	\$1,500	Exclusive branding at networking event
Program Sponsor	\$1,000	Full back-page ad
AV Sponsor	\$750	Logo on all screens
Signage Sponsor	\$500	Onsite visibility

EVENT ADD-ONS (Silver, Gold, Platinum Only)

\$500 each

- Meal or session sponsorship
- Table signage (“Sponsored by...”)
- Verbal recognition and introduction during session
- Program acknowledgement

SPONSORSHIP COMPARISON CHART

Benefits	Platinum	Gold	Silver	Bronze	Exhibitor
Price	\$5,000	\$8,500	\$2,500	\$1,500	\$1,000
Availability	1	2	Multiple	Multiple	Multiple
Title Recognition	✓	—	—	—	—
Logo Placement	Premium	Prominent	Select	Standard	Web Only
Website + E-News	✓	✓	✓	✓	✓
Social Media	✓ Enhanced	✓	✓	✓ (1 post)	—
AV Recognition	✓	✓	✓	✓	✓
Event Signage	Premium	Prominent	Select	Standard	—
Emcee Recognition	✓ Priority	✓	✓	General	—
Speaking Opportunity	✓	—	—	—	—
Exhibitor Space	✓ Premium	✓	✓	—	✓
Banner Display	✓ Premium	✓	—	—	—
Program Ad	Full Page	½ Page	¼ Page	—	—
Registrations	4	2	1	—	2 (passes)
Delegate Insert	✓	✓	✓	✓	✓
Post-Event Attendee List	✓	✓	✓	✓	—
Add-On Access	✓	✓	✓	—	—

ALL SPONSORS

All event sponsors will receive the following recognition:

- ✓ Listings on all event promotions – under selected sponsor level
- ✓ Emcee acknowledgements at event
- ✓ Listing on event program and printed materials
- ✓ Logo on AV Presentation at event
- ✓ Logo & link on event ads in e-newsletter
- ✓ Logo & link on website – event page
- ✓ Acknowledgement on social media platforms
- ✓ Opportunity to provide swag to attendees
- ✓ Recognition in all post event thank you ads and promotions

In addition to the recognition above, the following in-kind sponsorship levels will receive additional recognition as follows:

- ✓ Prize Sponsor (Live & Silent Auction) - logo on all auction sheets and acknowledgement during live auction
- ✓ Door Prize Sponsor – acknowledgement at every door prize announcement

***Looking for a custom sponsorship package?** Please email kristin@bcpowersportsdealers.com or call 604-832-6361.

BC Powersports Dealers Association

SPONSORSHIP APPLICATION

Organization / Business _____

Contact person(s) _____

Business phone _____ Cell phone or other _____

Email _____

Mailing Address _____

TYPE OF SPONSORSHIP:

Please Circle Selection*

Sponsorship	Platinum \$5000	GOLD Gold \$3500	Silver \$2500	Bronze \$1500	Exhibitor \$1000
Specialty Sponsorship	Reception \$1500	Program \$1000	Audio Video \$750	Signage \$500	
Event Add-Ons Only available to Platinum/Gold/Silver	Breakfast \$500	Lunch \$500	Dinner \$500	Break \$500	Other*

**Please return this application form and payment to
BC Powersports Dealers Association
info@bcpowersportsdealers.com**

PAYMENT METHOD

CHEQUE ☐

CASH ☐

E-TRANSFER OR CREDIT CARD ☐

Make cheques payable to BC Powersports Dealers Association

For payment by credit card, BCPDA will call the phone number above to arrange payment over the phone.

I confirm I will make payment for the sponsorship level above in exchange for the promotion specified in the provided BCPDA Summit Sponsorship Package.

Print Name _____ **Date** _____

Signature _____