

BC Powersports Dealers Association

Industry Engagement Programs

Connect with BC Dealers. Support the Industry. Build Meaningful Relationships.

BCPDA offers three levels of industry engagement opportunities designed to provide flexible entry points for organizations looking to connect with dealers, support industry growth, and build meaningful partnerships across British Columbia.

Whether you are a community organization, service provider, or OEM, there is a pathway to engage at the level that aligns with your goals.

1. Industry Supporter

Annual Investment: \$500

Designed for riding clubs, race associations, and smaller organizations looking to build relationships with dealers and support the industry at a community level.

Includes:

- ✓ Recognition on BCPDA website and select communications
 - ✓ Invitations to attend industry events and networking opportunities
 - ✓ Opportunities to collaborate with dealers on events, rider engagement, and community initiatives
 - ✓ Ability to offer member-based incentives and partnerships
 - ✓ Pathway to grow into higher levels of engagement
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2. Industry Partner

Annual Investment: \$1,000

Designed for businesses seeking structured access to the dealer network, increased visibility, and ongoing engagement opportunities.

Includes:

- ✓ Full recognition across website, e-news, social, and external communications
 - ✓ Structured access to the dealer network through approved channels
 - ✓ Participation in committees (E-Moto, OEM/Dealer Relations, etc.)
 - ✓ Opportunities to engage through education sessions, demonstrations, and initiatives
 - ✓ Ability to offer exclusive dealer incentives (pricing, programs, training)
 - ✓ Priority access to sponsorships and events
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Connecting dealers. Strengthening the industry. Shaping the future.

3. Industry OEM Partner

Annual Investment: \$2,500

Co-op Option Available

Designed for OEMs committed to supporting their dealer network and aligning with industry advocacy and growth initiatives.

Includes:

- ✓ Premium recognition and positioning as an industry leader
- ✓ Strategic engagement with dealers through events, committees, and initiatives
- ✓ Participation in key industry discussions and collaboration opportunities
- ✓ Ability to implement dealer incentive and support programs
- ✓ First access to sponsorships and enhanced event presence

OEM Co-op Option

OEMs have the opportunity to **offset or fully cover their partnership investment** by supporting dealer membership through a co-op model.

This may include:

- Covering BCPDA membership for their dealer network (full or partial)
- Supporting dealer participation through coordinated programs
- Aligning investment with measurable dealer engagement

Co-op structures will be developed collaboratively to ensure fairness, impact, and alignment with BCPDA goals.

Why Engage with BCPDA

BCPDA is the **recognized voice of powersports dealers in British Columbia**, actively engaged in advocacy, industry leadership, and dealer collaboration.

Industry Partners & Supports gain **visibility, access, and insight** — while supporting the work that strengthens the dealer network and the broader powersports ecosystem.

All program investments directly support:

- Dealer advocacy and government engagement
 - Industry education and events
 - Strengthening dealer, OEM, and partner relationships
 - Long-term growth and sustainability of the powersports sector
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Get Involved

Join a growing network of organizations committed to supporting dealers and shaping the future of powersports in BC. **Contact:** info@bcpowersportsdealers.com

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BCPDA Industry Engagement Options

Feature / Benefit	Industry Supporter	Industry Partner	OEM Partner
Annual Investment	\$500	\$1,000	\$2,500
Ideal For	Clubs, race orgs, small B2B	Service providers, industry businesses	Manufacturers / OEMs
Website Recognition	Name listed	Logo + link	Premium logo placement
E-Newsletter Visibility	Occasional	Regular	Prominent
Social Media Recognition	Limited	Ongoing	Enhanced visibility
External Communications	As appropriate	Included	Featured positioning
Access to Dealer Network	Limited	Structured	Strategic alignment
Event Participation	Attend	Participate	Enhanced presence
Dealer Summit	Eligible to attend	Priority access	Sponsorship + presence
Committee Participation	Not included	Included	Included (priority alignment)
Engagement Opportunities	Community-based	Strategic engagement	Industry leadership level
Dealer Incentive Opportunities	Community/event-based	Pricing/program-based	Full program + co-op options
Sponsorship Access	Limited	Priority	First access
Industry Insights	General exposure	Access to updates	Strategic insight + alignment
Advocacy Alignment	Supports overall	Active support	Direct alignment & influence
Co-op Membership Option	Not available	Not available	✓ Available
Growth Path	Entry level	Core program	Leadership tier