

BC Powersports Dealers Association

Industry OEM Partnership Program

Annual Investment (CAD): \$2,500

Co-op Option Available

The Industry OEM Partnership Program is designed for manufacturers committed to supporting their dealer network while aligning with advocacy, industry leadership, and long-term growth of the powersports sector in British Columbia.

This program provides OEMs with a direct connection to the provincial dealer network—ensuring you stay informed, engaged, and actively contributing to the success of your dealers and the industry as a whole.

Why Support Dealer Membership?

BCPDA exists to ensure powersports dealers in BC have a strong, unified voice where it matters most — with government, regulators, OEMs, and industry partners.

By supporting your dealers to become members, you are:

- Strengthening their voice and representation at the provincial level
- Ensuring they have access to industry insights, education, and advocacy
- Supporting consistency, professionalism, and business sustainability across your network
- Gaining direct visibility into the issues, challenges, and opportunities impacting your dealers

Most importantly, you gain a **seat at the table**—helping shape policy, strengthen dealer-OEM relationships, and protect the long-term health of the industry.

When dealers are supported, the entire industry moves forward.

BC Powersports Dealer Network

The BC Powersports Dealers Association represents a strong and growing network of **141 powersports businesses across British Columbia**, spanning urban and rural communities and serving riders across every region.

This network provides the foundation for:

- Effective advocacy and government engagement
- Industry-wide collaboration and consistency

- Professional development and training
 - Stronger OEM–dealer alignment
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What You Receive as an OEM Partner

✓ Industry Leadership & Recognition

- Premium recognition across BCPDA website, communications, and events
- Positioning as an industry leader supporting dealer success
- Featured presence in annual reports and key initiatives

✓ Strategic Dealer Engagement

- Direct engagement opportunities through events, committees, and initiatives
- Participation in OEM/Dealer Relations and key industry discussions
- Insight into dealer challenges, needs, and market conditions

✓ Dealer Support & Incentive Programs

- Ability to implement dealer incentive and support programs
- Opportunities to align OEM initiatives with BCPDA programming
- Support dealer participation in training, events, and education

✓ Priority Access & Visibility

- First access to sponsorships and industry events
 - Enhanced presence at the Annual Dealer Summit
 - Opportunities for speaking, demonstration, and leadership roles
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OEM Co-op Membership 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 fees for your dealer network (full or partial)
- Supporting dealer participation in events and programs
- Aligning investment with measurable dealer engagement and outcomes

Co-op structures are developed collaboratively to ensure alignment with OEM goals while maximizing dealer participation and industry impact.

Why Engage with BCPDA

Like the Industry Supporter and Industry Partner programs, the OEM Partnership Program is designed to create meaningful, structured engagement—but at a leadership level.

Your investment directly supports:

- Dealer advocacy and government engagement
 - Industry education and professional development
 - Stronger dealer–OEM relationships
 - Long-term sustainability of the powersports sector in BC
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Get Involved

Join a growing network of OEMs committed to supporting their dealers and shaping the future of the powersports industry in British Columbia.

Contact: info@bcpowersportsdealers.com

Learn more: www.bcpowersportsdealers.com