

BC Powersports Dealers Association

Industry Partnership Program

Annual Investment (CAD): \$1,000

The Industry Partner Program is designed for businesses that support the powersports industry and are looking to engage with motorcycle and powersports dealers across British Columbia in a structured, credible, and professional way.

This program is ideal for Business-to-Business (B2B) organizations, including:

- Product and service providers
- Technology, software, and data companies
- Finance, insurance, and compliance services
- Training, safety, and education providers (e.g., BCIT, ICBC)
- Industry solution partners operating in Canada or the U.S.

Your investment provides access, visibility, and alignment within the BC powersports industry—creating opportunities to build meaningful, long-term relationships with dealers.

What You Receive as an Industry Partner

✓ Recognition & Visibility

- Logo recognition on the BCPDA website with direct link
 - Acknowledgement in BCPDA e-newsletters
 - Recognition across BCPDA social media channels
 - Inclusion in external communications, including annual reports and industry updates
-

✓ Engagement & Participation Opportunities

- Invitation to participate in BCPDA committees (including E-Moto and OEM/Dealer Relations)
 - Opportunities to engage with members through approved communications and initiatives
 - Participation in industry discussions, education sessions, and collaborative activities
-

✓ Member Dealer Incentive Opportunities

Industry Partners are encouraged to deliver value directly to BCPDA dealer members through targeted incentives and programs, such as:

- Preferred pricing, discounts, or rebates
- Early access to new products, services, or pilot programs
- Exclusive member-only offers or bundled service packages
- Training credits, education sessions, or product demonstrations at reduced rates
- Programs that enhance dealer operations, staff development, and customer experience

All incentive offerings are aligned with BCPDA values and shared through approved channels to ensure relevance and fairness.

✓ **Priority Access to Events & Sponsorships**

First access to sponsorship opportunities for:

- Annual Dealer Summit
- Quarterly dealer events
- Industry networking and engagement initiatives

Opportunities for event participation, including speaking and demonstration roles where appropriate

This program is designed to provide structured, credible access to the dealer network while supporting the ongoing advocacy, education, and industry-building work of BCPDA.

Custom partnership and sponsorship opportunities are available for organizations seeking enhanced visibility and deeper engagement.

What the Program Does Not Include

To maintain trust and protect the integrity of the association, the Industry Partnership Program does not include:

- ✗ Voting or governance rights
 - ✗ Advocacy or lobbying representation
 - ✗ Direct access to member contact lists
 - ✗ Unrestricted marketing or solicitation
 - ✗ Exclusivity (unless contracted separately)
-

Become an Industry Partner

If your organization is committed to supporting dealers, contributing to industry growth, and building meaningful relationships in British Columbia, we invite you to join the BCPDA network.

 **Contact:** info@bcpowersportsdealers.com

 **Learn more:** www.bcpowersportsdealers.com

BC Powersports Dealers Association

Connecting dealers. Strengthening the industry. Shaping the future.