



CAR & TRUCK DEALERS CONVENTION

June 20-23, 2021
Hilton Sandestin Beach Golf Resort & Spa

We are pleased to report that we are moving forward with the **2021 Alabama-Mississippi-Tennessee Car and Truck Dealers Convention on June 20-23** at the Hilton Sandestin Beach Golf Resort & Spa in Sandestin, Florida. We hope that your company will join us as a sponsor.

While we were forced to cancel our 2020 gather due to the pandemic, there were more than 530 dealers, industry partners, and guests in attendance for the 2019 convention, and we believe that they are ready to get together again this year.

As outlined in the enclosed material, the convention has a strong business program and many optional diversions where attendees can enjoy the beautiful beaches and numerous other activities in Sandestin. Only registering for the convention **does not** grant sponsorship status or participation in the Trade Show.

Convention sponsorship and appropriate registration include participation in all convention events, including the use of a table during the Sponsor Trade Show and Breakfast at no additional charge. In addition, a sponsorship over \$2,500 entitles your company to a limited number of complimentary registrations based on sponsorship level. Complimentary Spouse/Guest registrations are not intended to be used by company representatives. This policy is necessary to prevent room shortages under our room block.

2021 sponsorship levels are: (**a minimum sponsorship of \$2,000 is required to be listed in the program and on signs*)

DESIGNATION	AMOUNT	COMPLIMENTARY REGISTRATIONS
Platinum	\$15,000 and above	4 sponsors and their spouse/guest
Diamond	\$10,000-\$14,999	3 sponsors and their spouse/guest
Gold	\$5,000-\$9,999	2 sponsors and their spouse/guest
Silver	\$2,500-\$4,999	1 sponsor and their spouse/guest
Bronze	\$2,000-\$2,499	

Please return the enclosed sponsor form by April 16, 2021 to be featured as a sponsor on all printed promotional materials and convention signage. If you have any questions or need additional information, please contact Beth Lee by phone 601-957-6868 or email beth@madaonline.com. Please be assured that should Covid require the cancellation of the convention, all sponsor money will be refunded.



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Sponsorship Reply Form

Our firm would like to be a sponsor of the 2021 Alabama/Mississippi/Tennessee Car and Truck Dealers Convention to be held June 20-23, 2021 at the *Hilton Sandestin Beach Golf Resort & Spa*, Destin, FL.

Please list our sponsorship as follows:

Company

Contact Name

Address

Phone

\$

Sponsorship Amount (minimum sponsorship of 2,000 is required to be listed on signs and in the program)

2021 Sponsorship Levels

DESIGNATION	AMOUNT	COMPLIMENTARY REGISTRATIONS
Platinum	\$15,000 and above	4 sponsors & their spouse/guest
Diamond	\$10,000-\$14,999	3 sponsors & their spouse/guest
Gold	\$5,000-\$9,999	2 sponsors & their spouse/guest
Silver	\$2,500-\$4,999	1 sponsor & their spouse/guest
Bronze	\$2,000-\$2,499	

*** (minimum sponsorship of \$2,000 is required to be listed in the program and on signs)

Please email or fax your response and then mail this form along with your sponsorship check to:

MADA
800 Woodlands Parkway, Suite 100
Ridgeland, MS 39157
beth@madaonline.com
Fax# (601) 956-1877

If you have any questions or need further information, please contact: Beth Lee (601) 957-6868.

Thank you for your Participation!