TMDA TEXAS MOTORCYCLE DEALERS ASSOCIATION
TEXAS' ONLY POWERSPORT DEALERS ASSOCIATION

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TMDA ASSOCIATE MEMBER

BENEFITS

ABOUT US

The Texas Motorcycle Dealers Association (TMDA) is the statewide voice of the powersports industry, representing dealerships in communities across Texas. We advocate on behalf of dealers at the Texas Legislature and with regulatory agencies, ensuring their interests are heard and protected on issues that impact daily operations, long-term growth, and the health of our industry.

Beyond advocacy, TMDA serves as a trusted partner and resource. We support members through dealer–manufacturer relation guidance, educational programs, compliance and regulatory assistance, and our signature Annual Conference - an event that brings together dealers, manufacturers, and industry experts to share insight and strengthen our statewide network.

By becoming an Associate Member, you join a community committed to advancing and elevating the powersports industry in Texas. Your support helps TMDA continue its essential work while connecting you with the people and businesses that drive this industry forward.

We're grateful to have you with us, and we look forward to partnering with you as part of the TMDA community.

TMDA WINS

When you support TMDA, you're backing one of the most effective and influential powersport associations in the nation. Our advocacy has delivered real results for Texas dealers - outcomes that strengthen the entire industry, including our associate partners.

In recent years, TMDA has:

- Raised the DOC fee cap to $200 (as of September 2024), giving dealers the ability to recover title and registration costs and improving business sustainability across the state.
- Secured "essential business" status during the COVID-19 pandemic, ensuring dealerships remained open and operational when others were forced to close.
- Partnered with the Texas Auto Dealers Association to defeat direct-to-consumer sales legislation, protecting the integrity of the dealer network.
- Collaborated with Texas Parks and Wildlife to expand off-highway vehicle access and recreational opportunities statewide.
- Worked alongside the National Powersports Dealer Association to push back against unfair OEM fees and strengthen dealer–manufacturer relations.

Every win demonstrates the power of collective advocacy, and underscores why your partnership as an Associate Member is vital to TMDA's ongoing success. Together, we keep Texas powersports strong.

The Texas Motorcycle Dealers Association (TMDA) works year-round to protect, support, and elevate powersports dealerships across the state. Through advocacy, education, and industry collaboration, we serve as the unified voice and resource center for Texas dealers. Associate Members play a key role in sustaining this mission - your partnership helps us continue providing the tools, representation, and support dealers rely on.

Advocacy & Legislative Representation
TMDA champions dealer interests at the Capitol by monitoring legislation, engaging with policymakers, and protecting the dealer franchise system. Members receive legislative updates and access to regulatory guidance to help navigate state requirements confidently.

Dealer–Manufacturer Relations
We support healthy dealer-OEM relationships by addressing dealer concerns, elevating shared issues, and fostering open communication with manufacturers and distributors.

Education, Training & Resources
TMDA provides ongoing educational opportunities, compliance support, and operational resources that help dealership teams stay informed, efficient, and competitive in a rapidly evolving industry.

Annual Conference & Industry Networking
Our annual conference brings together dealers, OEMs, and industry partners for two days of education, collaboration, and legislative insight - strengthening the network that powers Texas' powersports community.

Your Partnership Matters
Associate Members make this work possible.
Your support helps TMDA deliver impactful advocacy, training, and industry programs that benefit dealerships statewide and strengthen the entire powersports ecosystem.

Together, we are building a more informed, connected, and resilient dealer community.

ASSOCIATE MEMBERSHIP LEVELS

PLATINUM $2,500

Platinum Members receive TMDA's highest level of visibility and partnership support. This tier includes full access to member-only resources, premium marketing features, expanded digital exposure, and priority consideration for event sponsorships and educational opportunities. Platinum membership reflects a leading commitment to supporting the Texas dealer community.

GOLD $1,500

Gold Members enjoy strong year-round visibility and consistent engagement opportunities with TMDA's dealer network. This tier provides enhanced marketing benefits, digital recognition, and opportunities to be featured in TMDA communications - delivering meaningful exposure across the statewide industry.

SILVER $500

Silver Members receive essential association benefits and recognition across TMDA channels. This tier offers foundational visibility, inclusion in member communications, and acknowledgment at TMDA events, creating a streamlined way to stay connected with Texas dealers while supporting TMDA's mission.

FLEXIBLE OPPORTUNITIES FOR ALL TIERS

While each membership tier includes its own set of defined benefits, TMDA also recognizes that Associate Members bring unique expertise and value to the dealer community. When an Associate Member - regardless of tier - can offer educational content, insights, or resources that meaningfully support Texas dealers, TMDA may extend opportunities such as webinars, features, or additional visibility on a case-by-case basis.

This ensures that our dealer members receive the most relevant, high-quality information possible while giving Associate Members room to contribute in impactful ways.

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ASSOCIATE MEMBERSHIP BENEFITS

	Platinum	Gold	Silver
Access to members-only resources	✓	✓	✓
Discounts on attending TMDA events	✓	✓	✓
Use of the TMDA Associate Member logo	✓	✓	✓
Company logo and links on TMDA E-Newsletter	✓	✓	✓
Company description and links on TXMDA.org	✓	✓	
Opportunity to contribute articles to TXMDA.org and/or newsletter twice a year	✓	✓	
First consideration on opportunities for event sponsorship	✓		
Consideration to offer member educational webinars up to 3 times a year	✓		
Feature story in our quarterly newsletter once during membership year	✓		
Special recognition at TMDA events	✓	✓	✓
TMDA E-Newsletter Introduction	✓	✓	✓
TMDA Social Media Introduction	✓	✓	✓
TMDA Social Media Features	✓		

Thank you for taking the time to learn more about the Texas Motorcycle Dealers Association and the essential work we do on behalf of powersports dealers across the state. TMDA is committed to protecting the dealer network, strengthening dealer–manufacturer relationships, expanding educational opportunities, and ensuring Texas remains one of the most vibrant powersports markets in the country.

Your partnership as an Associate Member directly fuels this mission. Whether through advocacy, training, year-round resources, or our statewide Annual Conference, the impact of your support reaches every dealership we serve. Together, we create an environment where dealers can operate with confidence, manufacturers can collaborate effectively, and industry partners can contribute meaningful value.

By joining TMDA, you're not just supporting an association - you're becoming part of a connected, forward-thinking community working to elevate the entire Texas powersports ecosystem. We are proud to welcome you into this network and look forward to building a strong, lasting partnership.

Thank you for standing with us and for investing in the future of Texas dealers. We're excited for the road ahead.

Together, we fuel the future of Texas powersports - one rider, one dealership, one partnership at a time.

Texas Motorcycle Dealers Association