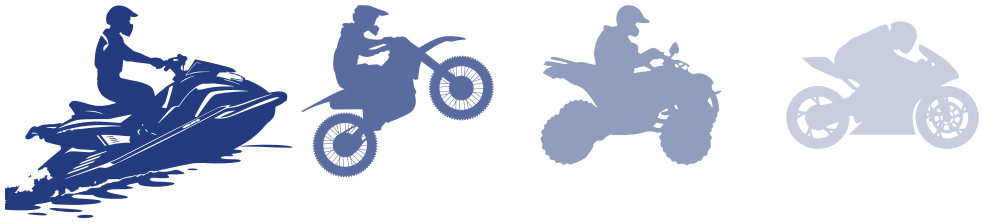
TMDA TEXAS MOTORCYCLE DEALERS ASSOCIATION
TEXAS' ONLY POWERSPORT DEALERS ASSOCIATION

2027 ANNUAL CONFERENCE

SPONSORSHIP



ABOUT US

The Texas Motorcycle Dealers Association (TMDA) is the statewide trade association representing powersports dealerships in nearly every community across Texas. TMDA serves as the collective voice of Texas dealers before the Texas Legislature, state agencies, and regulatory bodies, advocating for fair and effective policies that strengthen the business and future of motorcycling in our state.

As the dealer's advocate in manufacturer and distributor relations, TMDA works to address dealer concerns, influence legislation, and protect the interests of Texas powersports retailers. The association also provides educational training programs, regulatory guidance, and an annual conference, giving members access to the resources and relationships they need to succeed.

TMDA's advocacy has resulted in major wins for Texas dealers, including:

- Securing "essential business" status during the COVID-19 pandemic, allowing dealerships to remain open and continue serving customers.
- Successfully raising the DOC fee cap to $200 (effective September 2024) to help dealers recover title and registration costs.
- Partnering with TADA (Texas Auto Dealers Association) to defend franchise rights and prevent direct-to-consumer sales that bypass local dealerships.
- Working with Texas Parks and Wildlife to expand off-road vehicle access statewide.
- Collaborating with the National Powersports Dealer Association (NPDA) to promote fair treatment in OEM programs and eliminate unfair dealer fees.

Through these accomplishments and ongoing efforts, TMDA continues to create a business environment that protects and strengthens dealerships, ensuring that Texas powersports dealers remain competitive and profitable in a rapidly evolving industry.

The strength of Texas powersports comes from the relationships we build - dealers, industry partners, and supporting organizations working toward shared goals. TMDA's sponsors are essential to this effort, helping us provide the advocacy, education, and resources our members rely on. We're honored to partner with organizations committed to the long-term success of our dealer community.

Our Leadership



Trey Sralla
President
Eddie Hill's Fun Cycles
Wichita Falls, TX



Wade Hoak
Vice President
Family Powersports
San Angelo, TX



Kip Niles
Treasurer
Arlington Motorsports
Arlington, TX



Preston Douglass
Secretary
Corpus Christi H-D
Corpus Christi, TX

WHAT IS THE TMDA ANNUAL CONFERENCE?

The TMDA Annual Conference is the premier annual gathering for Texas powersports dealerships - an event designed to inform, connect, and strengthen the dealer community statewide. Held each January, the conference brings together dealers, industry partners, state officials, and subject-matter experts for meaningful conversation and high-impact learning. The event begins on Day One with an informal evening welcome mixer, giving attendees a relaxed chance to reconnect with peers, meet new members, and ease into the conference in a comfortable networking setting.

Day Two features a full schedule of dealer-focused programming tailored to the operational, regulatory, and strategic needs of Texas powersports retailers. The conference agenda includes updates on legislative and policy changes, insights from industry experts, and sessions that address the challenges and opportunities facing dealerships today. Attendees gain real-world strategies they can implement immediately, along with a stronger understanding of the trends shaping the year ahead.

EXPERT SPEAKERS SHAPING 2027

Each year, TMDA brings respected industry voices to the Annual Conference to tackle the issues that matter most to dealers. In 2027, **Dealernews' Robin Hartfiel** will join us for a featured session examining the forces shaping today's motorcycle and powersports marketplace - from changing consumer behavior and dealership challenges to the trends influencing where the industry goes next. Additional industry leaders may join Robin for the conversation as plans are finalized.

The agenda also includes:

Susan Berry, Founder & Managing Partner, Brown Goertz & Co.

Dara Benoit, TxDMV Assist Chief Investigator

Terry McAdams is the Founder and CEO of MacTech Solutions

Michelle Lingo, Former In-House Staff Attorney Motor Vehicle Division of TxDMV Attorney, Padfield & Stout, LLC's

Diana Gwin, H/R Specialist, The People Pro LLC

Royce Poinsett, TMDA Legislative Counsel

Together, these sessions provide clarity, context, and practical tools for navigating the evolving powersports landscape. More speakers to be announced.

FEATURED INDUSTRY SPEAKER

The 2027 TMDA Annual Conference welcomes one of the powersports industry's most experienced and connected voices. Robin Hartfiel, Editor of Dealernews, will join Texas dealers for a featured session examining the current state of the motorcycle and powersports industry, the challenges facing dealerships, and the trends and opportunities shaping what comes next. Additional industry voices may join Robin as plans for the session are finalized.

Robin has spent decades covering, connecting, and advocating for the powersports industry. Through his work with Dealernews, he has built relationships across virtually every corner of the business, including dealers, manufacturers, aftermarket companies, trade organizations, and industry leaders.

He also serves on the Motorcycle Industry Council Board of Directors, bringing an additional perspective on the issues affecting powersports businesses nationwide. Throughout his career, Robin has remained focused on the relationships and conversations that move the industry forward. His perspective is rooted not only in reporting on powersports, but in spending years alongside the people who make it work every day.



THE VENUE

The 2027 TMDA Annual Conference is headed to the Marriott North Austin Round Rock! Located in Round Rock's La Frontera area, the hotel gives attendees the convenience of North Austin with a setting designed to keep the conference, accommodations, dining, and networking all in one place.

With easy access to I-35, SH 45 and Loop 1, the Marriott provides a convenient meeting point for dealers and industry partners traveling from across Texas and beyond. Austin-Bergstrom International Airport is approximately 19 miles from the property, while The Domain, Downtown Round Rock, Round Rock Premium Outlets and other dining and entertainment destinations are within easy reach.

Inside, attendees will find spacious guest rooms, multiple on-site dining options, an indoor heated pool and fitness center, along with comfortable common areas that make it easy to continue conversations after the day's sessions have ended.







Property Highlights:

- Convenient North Austin/Round Rock location with access to I-35, SH 45 and Loop 1
- Approximately 19 miles from Austin-Bergstrom International Airport
- RC Grille restaurant and RC Grille Bar on-site
- 24-hour River City Market featuring Starbucks coffee, snacks, breakfast items and quick meals
- Heated indoor pool and complimentary fitness center
- M Club lounge access available, including complimentary access for qualifying Marriott Bonvoy Elite members
- Nearby shopping, dining and entertainment at The Domain, Round Rock Premium Outlets and Downtown Round Rock
- Nearby attractions include Dell Diamond, Inner Space Cavern and additional North Austin destinations

THE VENUE (CONT'D)

BUILT FOR CONNECTION

The TMDA Annual Conference has always been about more than what happens at the podium. Some of the most valuable conversations happen between sessions, over a meal, or when a dealer and industry partner finally have the opportunity to sit down together face-to-face.

This year's venue gives us more room to make those connections happen.

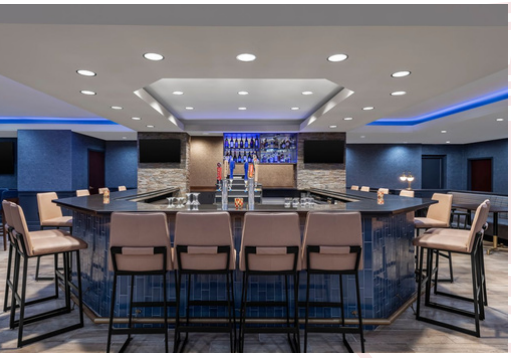
The Marriott North Austin Round Rock features more than 16,000 square feet of event space, including the expansive La Frontera Ballroom and a collection of smaller meeting and breakout rooms. Our "Sponsor Row" sits near the entrance to the main space, giving additional opportunities for sponsor and associate member interaction and networking throughout the conference.

MORE THAN A LOGO ON A SIGN

For TMDA sponsors and associate members, the Annual Conference is an opportunity to be part of the conversations taking place within the Texas powersports dealer community.

Our expanded conference footprint for 2027 gives us greater flexibility to incorporate sponsor visibility and interaction into the flow of the event, from general sessions and breaks to dedicated networking and display opportunities.

Whether you're reconnecting with longtime dealer partners, introducing your company to someone new, or simply sitting down to talk about what's happening in the industry, we want our sponsors to have opportunities to participate, connect and build relationships throughout the conference.







SPONSORSHIP PACKAGES

Platinum Sponsorship Packages

~~Keynote Speaker Sponsor~~	~~$2,750~~	Claimed

Partial sponsorship available as a non-Platinum option

Gold Sponsorship Packages

~~Reception/ Food Sponsor~~	~~$2,500~~	Claimed
~~Lunch Sponsor~~	~~$2,500~~	Claimed
Conference Room Sponsor	$2,000	

Silver Sponsorship Packages

Breakfast Sponsor	$1,750
Snack Sponsor	$1,750
A/V Sponsor	$1,250
Reception / Open Bar Sponsor	$1,000

Bronze Sponsorship Package

Printed Materials Sponsor	$750
Sunday Night Live Entertainment Sponsor	$550

Copper Sponsorship Package

Base Sponsor - 5 Available	$400

PACKAGE BENEFITS

Platinum Sponsorship Benefits

- 5 featured social posts prior to conference + 3 after conference
  Content to be provided by sponsor; TMDA supplementation available.
- 2 full-length e-newsletter features
  Content to be provided by sponsor; TMDA supplementation available.
- Individual signage at the event
- Special recognition and mentions during programming
- Opportunity to set up table at event + 1 free event ticket + member rate for additional tickets
- Logo on TMDA conference event page + link to sponsor website/landing page
- Individual sponsor landing page including company info, service overview, optional CTA button, and image/video
- Logo included in all e-newsletter communications leading up to the conference

Gold Sponsorship Benefits

- 4 featured social posts prior conference + 2 after conference
  Content to be provided by sponsor; TMDA supplementation available.
- 1 full-length e-newsletter feature
  Content to be provided by sponsor; TMDA supplementation available.
- Individual signage at the event
- Special recognition and mentions during programming
- Opportunity to set up table at event + 1 free event ticket + member rate for additional tickets
- Logo on TMDA conference event page + link to sponsor website/landing page
- Individual sponsor landing page including company info, service overview, optional CTA button, and image/video
- Logo included in all e-newsletter communications leading up to the conference

Silver Sponsorship Benefits

- 3 featured social posts prior to conference + 1 after conference
  Content to be provided by sponsor; TMDA supplementation available.
- 1 full-length e-newsletter feature
  Content to be provided by sponsor; TMDA supplementation available.
- Individual signage at the event
- Special recognition and mentions during programming
- Opportunity to set up table at event + 1 free event ticket + member rate for additional tickets
- Logo on TMDA conference event page + link to sponsor website/landing page
- Logo included in all e-newsletter communications leading up to the conference

PACKAGE BENEFITS (CONT'D)

Bronze Sponsorship Benefits

- 2 featured social posts prior to conference + 1 after conference
  Content to be provided by sponsor; TMDA supplementation available.
- 1 full-length e-newsletter feature
  Content to be provided by sponsor; TMDA supplementation available.
- Individual signage at the event
- Special recognition and mentions during programming
- Opportunity to set up table at event + 1 free event ticket + member rate for additional tickets
- Logo on TMDA conference event page + link to sponsor website/landing page
- Logo included in all e-newsletter communications leading up to the conference

Copper Sponsorship Benefits

- 1 featured social post prior to conference + 1 after conference
  Content to be provided by sponsor; TMDA supplementation available.
- 1 full-length e-newsletter feature
  Content to be provided by sponsor; TMDA supplementation available.
- **Shared** signage at the event (5 sponsors total)
- Special recognition and mentions during programming
- Opportunity to set up table at event + 1 free event ticket + member rate for additional tickets
- Logo on TMDA conference event page + link to sponsor website/landing page
- Logo included in all e-newsletter communications leading up to the conference

ALL sponsor levels receive a free ticket to the event, along with the ability to purchase additional tickets at the TMDA member rate. Additionally, all sponsors may set up a table at the event if they wish. If you wish to set up a table, please notify TMDA Executive Director to coordinate.

****Custom sponsorship packages are available to align with your marketing needs.**

THANK YOU

Support from our sponsors enables TMDA to expand its mission, elevate the dealership model, and deliver impactful programs that benefit the entire industry. We invite you to stand with us as we continue shaping policy, strengthening dealer operations, and championing the future of powersports in Texas.



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