



2026 SPONSORSHIP OPPORTUNITIES

Partner with LADA

With over 320 active dealer members, the Louisiana Automobile Dealers Association (LADA) proudly represents the franchised new car and heavy truck dealers, who power our state's economy and communities. Established in 1937, LADA has spent nearly a century advocating, educating, and uniting Louisiana's dealers. Our strength lies not only in our history, but in the dedication and leadership of our dealer members, and **in the partners who support them.**

Your sponsorship helps us continue this mission. By partnering with LADA, your company becomes part of a network deeply rooted in Sportsman's Paradise, where relationships are personal, business is built on trust, and community and family ties matter.

Thank you for your consideration and support in driving our mission forward!



Why sponsor with LADA?

Sponsorship is more than visibility: it is a direct connection to decision-makers and influencers within Louisiana's franchised dealer community. As a sponsor, your organization has the opportunity to:

- Showcase your solutions to dealership owners and executive leadership
- Build meaningful, lasting relationships with engaged members
- Demonstrate your commitment to the success and longevity of Louisiana's automotive industry

This guide outlines the upcoming sponsorship opportunities so you can select the level that best aligns with your business goals and strategic growth plans.

Sponsorship benefits include:

- Statewide brand exposure across events and communication channels
- Direct access to dealership leadership and key operational decision-makers
- Exclusive networking opportunities
- A meaningful way to support Louisiana's automotive industry and the communities our dealers serve



2026 Event Calendar

TUE	February 24-25		NextGen Summit Windsor Court Hotel New Orleans, LA
MON	April 13-14		Dealer Day & Annual Meeting Hilton Baton Rouge Capitol Center Baton Rouge, LA
WED	June 17-21		Annual Convention Grand Hyatt Vail, CO
MON	August 4-13		Legislative Roadshow Statewide: New Orleans, Baton Rouge, Lafayette, Lake Charles, Shreveport
TUE	October 27		Charity Golf Tournament University Club Baton Rouge, LA



NextGen Summit

February 24-25, 2026 | New Orleans

LADA's NextGen Summit will bring together the next generation of Louisiana dealers and industry leaders for two days of connection, learning, and fun in New Orleans. The program will feature a legislative session preview and bill review from LADA, industry updates from NADA, and exclusive networking, capped off with a private suite experience at the Pelicans vs. Golden State Warriors game.

2025 event stats: 11 NextGen Dealers; 5 sponsoring companies

SAMPLE AGENDA

Tuesday, February 24

- 3:00 PM Registration and Hospitality Suite
- 5:00 PM Private Suite Experience: Pelicans vs. Golden State Warriors
 - Dinner provided in suite

Wednesday, February 25

- 8:00 AM Breakfast
- 8:30 AM Business Session I
- 11:30 AM Lunch
- 12:30 PM Business Session II
- 2:00 PM Adjournment

FAQ

Who attends this event?

Dealership managers, rising leaders, and future owners

Are registrations included in sponsorships?

Yes, limited registrations are included in each level. Additional registrations may NOT be purchased for this event.

What do the registrations include?

Includes: meals, suite at Pelican's game, and business sessions.

Can sponsors attend all of the events?

Yes

What is the dress code?

Business casual



NextGen Summit

February 24-25, 2026 | New Orleans

	Millennial Sponsor \$7.5K	Gen Z Sponsor \$5K	Gen X Sponsor \$3K	Baby Boomer Sponsor \$1.5K
Event registrations	2	2	2	1
10-minute presentation during program	x			
5-minute presentation during breakfast or lunch		x		
Designated transportation sponsor with signage			x	
List of attendees	x	x	x	x
Recognition on all event materials including signage, website, emails, and social media	x	x	x	x

Registration for this event is open exclusively to dealer members and sponsoring companies.



Dealer Day & Annual Meeting

April 13-14, 2026 | Baton Rouge

LADA's Dealer Day at the Capitol & Annual Meeting unite Louisiana's dealer community, industry partners, and policymakers for a day focused on advocacy, insight, and connection. The event begins at the State Capitol, where dealers engage directly with legislators and key officials, followed by the Annual Meeting — featuring association updates, industry discussions, and networking opportunities with fellow dealers and sponsors.

2025 event stats: 74 Dealership representatives; 8 sponsoring companies

SAMPLE AGENDA

Monday, April 13

- 5:30 PM Legislative Reception

Tuesday, April 14

- 8:30 AM Registration & Showroom Showcase Opens
- 9:00 AM Breakfast with Keynote
- 10:00 AM Annual Meeting of the Membership
- 11:00 AM Showroom Showcase
- 11:30 AM Lunch with Speakers
- 1:00 PM NextGen Presentation at the Capitol

FAQ

Who attends this event?

Dealership owners, key employees, and Louisiana lawmakers

Are registrations included in sponsorships?

Yes, limited registrations are included in each level. Additional registrations may be purchased.

What are the registration fees?

\$150/person. Includes: cocktail reception, meals, transportation to and from the Hilton

Can sponsors attend all of the events?

Yes

What is the dress code?

Business professional (wear comfortable shoes)



Dealer Day & Annual Meeting

April 13-14, 2026 | Baton Rouge

	Full Throttle Sponsor \$8K	Showroom Sponsor \$5K	Lagniappe Sponsor \$3K
Event registrations	4	2	1
Exhibitor table at Annual Meeting	x	x	
List of attendees	x	x	x
Recognition on all event materials including signage, website, emails, and social media	x	x	x



Annual Convention

June 17-21, 2026 Grand Hyatt Vail

LADA's Annual Convention is the premier gathering for Louisiana's franchised dealers, sponsors, and industry partners. This multi-day event combines business sessions, industry updates, and family-friendly networking in a relaxed, resort setting. Attendees enjoy a balance of professional development and personal connection.

2025 event stats: 60+ Dealership representatives; 37 sponsoring companies

AGENDA OVERVIEW

Day 1

- Registration
- Welcome Reception

Day 2

- Breakfast
- Business Session
- Destination Activities (off-site)
- Reception

Day 3

- Breakfast
- Business Session
- Golf Outing
- "Not Into Golf" Outing (off-site)
- NextGen Family Night

Day 4

- Destination Activities (off-site)
- BackNine Golf Suite (on-site)
- Excellence Awards Banquet

FAQ

Who attends this event?

Dealership owners, key employees, and their families

Are registrations included in sponsorships?

Yes, limited registrations are included in each level. Additional registrations may be purchased.

What are the registration fees?

\$850/associate; \$650/guest 18+; \$250/child 10-17; \$150/child 4-9

Includes: meals, receptions, business sessions, transportation for destination activities (booked through LADA)

Can sponsors attend all of the events?

Yes

What is the dress code?

Business casual/mountain chic



Annual Convention

June 17-21, 2026 Grand Hyatt Vail

	Diamond	Platinum \$20K	Titanium \$15K	Gold \$10K	Silver \$7.5K	Event App \$5K	Bronze \$4K
	<i>limit 1</i>					<i>limit 1</i>	
Event registrations	6	5	4	3	2	1	1
Special function designation (<i>see next page</i>)	x	x	x	x	x		
Exclusive in-kind sponsor of reception (<i>night 2</i>)	x						
20-minute presentation during business session	x	x					
Exclusive sponsor of event app						x	
Recognition in program script	x	x	x	x	x	x	
Ribbon on name badge	x	x	x	x	x	x	x
Promotional item in registration bag	x	x	x	x	x	x	x
List of attendees	x	x	x	x	x	x	x
Recognition on all event materials including signage, website, emails, and social media	x	x	x	x	x	x	x



Special Function Designations

**Functions noted are exclusive; all other designations are not exclusive*

	Diamond	Platinum	Titanium	Gold	Silver
LDS Mix & Mingle*	x				
Excellence Awards Banquet		x			
Excellence Awards Cocktail Reception			x		
Welcome Party*			x		
Business Sessions			x		
Registration: Hospitality Suite				x	
Saturday: Hospitality Suite				x	
NextGen Function				x	
Not Into Golf Lunch				x	
Golf Tournament				x	
Conference WiFi				x	
Breakfast Buffet (Thursday & Friday)					x
Kids' Night Out					x
Farewell Breakfast					x
Destination Activity Transportation					x
Welcome Party Entertainment					x



Legislative Roadshow

August 4-13, 2026 | Statewide

LADA's Legislative Roadshow brings association leadership and industry experts directly to dealerships across Louisiana. Held each fall, this statewide series provides dealers with updates on legislative and regulatory issues, gathers feedback on priorities for the upcoming session, and fosters meaningful dialogue between LADA and the dealer community.

2025 event stats: 100+ dealer representatives; 9 sponsoring companies

SAMPLE SCHEDULE

This schedule is not final and is subject to change

Tuesday, August 4	Baton Rouge
Wednesday, August 5	New Orleans/Metairie
Tuesday, August 11	Shreveport
Wednesday, August 12	Lake Charles
Thursday, August 13	Lafayette

FAQ

Who attends this event?

Dealership owners and key employees from each region

Are registrations included in sponsorships?

Yes, limited registrations are included in each level. Additional registrations may NOT be purchased.

What is the dress code?

Business casual

What time are the meetings held?

The times vary by location. Full event details with times and locations will be confirmed at a later date.



Legislative Roadshow
August 4-13, 2026 | Statewide

	Event Sponsor \$2.5K
Event registrations	2
Introductory company pitch at each meeting	x
Recognition on all event materials including signage, website, emails, and social media	x

Registration for this event is open exclusively to dealer members and sponsoring companies.



Charity Golf Tournament

October 27, 2026 | Baton Rouge

LADA's Annual Golf Tournament brings together dealers, sponsors, and industry partners for a relaxed day of competition and connection on the course. The event kicks off with the NextGen Pickleball Social the evening before — a casual, high-energy networking opportunity open to all participants. Tournament proceeds support the NADA Foundation's Emergency Relief Fund, helping dealership employees in times of need.

2025 event stats: 70 Dealership representatives; 30 sponsoring companies

AGENDA OVERVIEW

Monday, October 26

- 5:30 PM NextGen Pickleball Social
 - Diamond, Platinum, and Gold sponsors only

Tuesday, October 27

- 8:00 AM Registration & Breakfast
- 9:30 AM Shotgun Start
 - Food & beverages provided by on-course tent sponsors throughout the course
 - Best Overall On-Course Tent Contest
- 3:00 PM Birdies, Brews & BBQ

FAQ

Who attends this event?

Dealership owners and key employees

Are golf registrations included in sponsorships?

Yes, limited registrations are included in each level. Additional golf registrations may be purchased.

What are the registration fees?

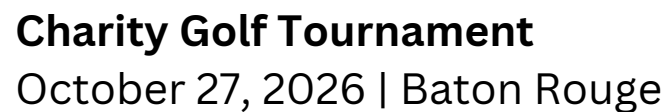
\$250/golfer; \$1,000/team of 4

Can sponsors attend the NextGen event on Monday?

Diamond, Platinum, and Gold sponsors may attend the Monday night event.

Do sponsors bring their own equipment for on-course?

Yes, but LADA offers rental packages for tents, tables, and chairs.

[illegible]

2026 SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION:

Company Information

Company Name: Primary Contact:
Email: Phone:
Billing Address: City/State/Zip:

SELECT YOUR EVENT SPONSORSHIP(S):

NextGen Dealer Summit

- ☐ Millennial - \$7,500
- ☐ Gen Z - \$5,000
- ☐ Gen X - \$3,000
- ☐ Baby Boomer - \$1,500

Dealer Day & Annual Meeting

- ☐ Full Throttle - \$8,000
- ☐ Showroom - \$5,000
- ☐ Lagniappe - \$3,000

Annual Convention

- ☐ Diamond
- ☐ Platinum - \$20,000
- ☐ Titanium - \$15,000
- ☐ Gold - \$10,000
- ☐ Silver - \$7,500
- ☐ Event App - \$5,000
- ☐ Bronze - \$4,000

Legislative Roadshow

- ☐ Event Sponsor - \$2,500

Golf Tournament

- ☐ Diamond - \$15,000
- ☐ Platinum - \$10,000
- ☐ Gold - \$8,000
- ☐ Silver - \$4,000
- ☐ Clubhouse Tent - \$3,500
- ☐ Beverage Cart - \$2,500
- ☐ Bronze - \$2,000
- ☐ On-Course Tent - \$1,750
- ☐ Driving Range - \$1,500
- ☐ Digital Hole - \$750

BILLING PREFERENCES:

I AGREE TO PAY BY:

- ☐ Check
- ☐ ACH
- ☐ Credit Card (2.5% processing fee)

MAKE CHECKS PAYABLE TO:

Louisiana Automobile Dealers Association

Mail payment and form to:

LADA

660 Laurel Street, Suite E

Baton Rouge, LA 70802

ADDITIONAL INFORMATION:

Email logo art (.png, .jpg, .eps) to:

kcarver@lada.org

Questions or to pay by credit card:

Katherine Carver, Director of Events & Communications

kcarver@lada.org

Previous year sponsors and endorsed companies are given first right of refusal.

SPONSORSHIP POLICY ACKNOWLEDGMENT

Thank you for agreeing to sponsor LADA's events! This form serves as an acknowledgment of the policies set forth by the Louisiana Automobile Dealers Association (LADA) for event sponsorships. Questions regarding this policy should be directed to Katherine Carver, Director of Events and Communications, at kcarver@lada.org.

Policy terms:

- Sponsor will pay LADA based on the sponsorship level identified on the previous page, and LADA will provide associated benefits, as indicated in the Sponsorship Opportunities Guide.
- For sponsorships secured for the events in the next calendar year, a 10% deposit is due within 14 days of submitting this form. Full payment is due by February 1, 2026.
- For sponsorships secured for events in the current calendar year, full payment is due within 30 days of form submission. If a sponsorship is secured within 30 days of the event date, payment is due immediately and must be received before the event.
- Payment method (check, credit card, or ACH) must be selected on the previous page.
- No refunds will be issued unless LADA is unable to hold a major in-person event (Convention, Dealer Day, NextGen, Legislative Roadshow, Golf Tournament) in which the sponsor is entitled.
- LADA reserves the right to withhold sponsorship benefits if payments are late.
- LADA will provide logos and other sponsorship-related materials upon request.
- Sponsor shall provide LADA with logos and any other materials required to deliver sponsorship benefits.
- Sponsor may forfeit benefits if it fails to provide such materials within 14 business days of the event.
- LADA reserves the right to approve or reject any Sponsor-provided materials.

Sponsor Company Name: _____

Payment Method (check, ACH, credit card): _____

Sponsorship cost (combined cost if sponsoring more than one event): _____

Deposit (if applicable): _____

Balance Due: _____

Signature of Sponsor Authorized Representative: _____

Printed Name and Title of Authorized Representative: _____

Date: _____



Thank you for your consideration and support!

Contact Katherine Carver for more information.

kcarver@lada.org

225-615-7152

