



Introduction

For the past 20 years, the Greater Lehigh Valley Auto Dealers Association (GLVADA) has entertained its dealer members, guests, and associates at a festive holiday gala celebration. The GLVADA Holiday Party, as it is known, has become one of the most anticipated events on the annual GLVADA calendar. As such, it generally attracts up to 90% of our total Dealer Principal and Minority owner body. This provides an attractive opportunity for our Associate members to claim valuable face time with our dealers and their spouses.

Due largely to dealer and GLVADA Board of Director preference, this event has always been held at the Historic Hotel Bethlehem amid the excitement and pageantry of the season, downtown in "Christmas City, USA."

Each year, we endeavor to "theme" the party and provide a new experience for our guests. The 2026 GLVADA Holiday Party is scheduled for Wednesday, December 9th, at the Historic Hotel Bethlehem. This year's theme is "*A Star-Spangled Christmas*". Starting when you arrive, we promise to bring the glitz and glamour of Hollywood to The Historic Hotel Bethlehem. We start the evening with our VIP attendees in the upper suites with cocktails & hors' d' oeuvres while you mingle with Ben Franklin, George Washington, Thomas Jefferson and their Colonial Guard. Your evening begins as your Show ticket invitation clearly states to meet at the Transportation Hub located in the tent structure under the bridge behind Hotel Bethlehem. Once you arrive at the Transportation Hub you can relax and indulge in a cocktail as you wait to be transported to Hotel Bethlehem. Once you arrive at Hotel Bethlehem your evening will begin in the Main Ballroom for entertainment by The Hollywood Dolls and a buffet dinner, raw seafood bar and cocktails. The Hollywood Dolls are comprised of three dynamic women performing 40s & 50s swing music. We will then make our way to the Mural Ballroom with our entertainment from the Sugar Plums singing Christmas Carols. We will then make our way to the Terrace room for a mix of Saxophone and Piano. All performances will focus on fusing smooth choreography and tight harmonies with exciting showmanship and fun audience interaction, these productions will give you a night to remember!

Sponsorships

Like all GLVADA events, the 2026 Holiday Party Sponsorship is restricted only to Associate Members of our organization. In this manner, we give all sponsorship benefits and opportunities to those companies who have supported us and our Dealer body throughout the year.

General Sponsorship Benefits:

Regardless of the sponsorship chosen, all organizations who support the 2026 Holiday party will receive outstanding visibility on signage boards and video screens at the venue, both at the entrance and in the respective rooms outlined below. These companies will also be recognized in the next edition of the GLVADA Newsletter, as well as verbally at the event. Because invitations are limited, we extend an additional opportunity for those companies sponsoring our event for additional invitations to the Party.

Finally, and probably most impactful, all companies who sponsor our Party will be invited to attend the pre-party VIP reception, along with our Dealer Principals and their significant others. This benefit provides a unique opportunity for you and your company to gain visibility and facetime with those Dealers before the main Party starts and without competition from others attending the Party.

Sponsorship Opportunities:

Presenting Sponsor – *A Star-Spangled Christmas*

As the **Presenting Sponsor**, your organization receives the highest level of visibility, prestige, and recognition at GLVADA's signature holiday celebration. This year's theme, "*A Star-Spangled Christmas*," blends patriotic pride with timeless holiday magic—creating a uniquely American festive experience. Your sponsorship ensures an unforgettable evening for our members, partners, and guests while positioning your brand at the forefront of the region's automotive community.

It offers a unique opportunity for the right company to garner the highest visibility at the event and become substantially associated with it. Our partner's name will appear with GLVADA's on every piece of collateral created for the party, including announcements, invitations, response cards and documentation.

Other benefits of the presenting sponsor include:

Ability for company staff to welcome and greet guests as they arrive that evening.

Assist in the Party's gift distribution.

Position staff at all venue entrances to assist guests and answer questions.

Receive top placement on all sponsor boards and AV screens.

Have exclusive "dealer presence" opportunities, and

The opportunity to include 20 employees/guests in all party activities.

The promotional fee associated with the sponsorship is \$12,000.00

Evening Beverage Sponsorship – *A Star-Spangled Christmas*

Celebrate the season in true American style by becoming the **Official Beverage Sponsor** of the 2026 GLVADA Holiday Party. This exclusive sponsorship places your brand at the center of the evening's hospitality experience—where guests gather, toast, and enjoy the festive spirit of the night. There will be signage at every bar location on every floor, including your company name and or logo on all napkins. You will be in front of every guest all night long. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$5,000.00

VIP Reception Host Sponsorship

The VIP Reception is the most exclusive gathering of the evening — a private, invitation-only celebration for **dealers, sponsors, and distinguished guests**. Set within the historic charm in the upper suites, this reception blends holiday elegance with patriotic Americana, brought to life by the presence of **George Washington, Thomas Jefferson, and Benjamin Franklin** welcoming guests. Your company becomes the proud host of this elevated, star-spangled experience. Your sponsorship includes premium branding around the evening's signature attraction, **George Washington, Thomas Jefferson, and Benjamin Franklin greeting VIP guests**. Featuring elegant passed hors d'oeuvres and cocktails. A representative of this sponsor will also have an opportunity to speak during the reception and welcome our guests for the evening. The company will have the opportunity to invite 10 of its employees / representatives to participate that evening.

The promotional fee is – \$6,000.00

VIP Character Sponsorship

Bring history to life and place your brand at the center of the evening's most iconic and unforgettable experience. This sponsorship highlights the event's signature VIP characters — America's Founding Fathers and their Colonial Guard — who will welcome guests, pose for photos, and create a patriotic holiday atmosphere unlike any other. This package positions your company as the exclusive supporter of the event's most memorable entertainment element. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

The Promotional fee is - \$ 2,000.00

VIP Entertainment Sponsor

Become the exclusive sponsor of **Piano Man Dan Mies on the keys** during the **VIP Cocktail Hour** at the 2026 GLVADA Christmas Party at the historic Hotel Bethlehem. Your support sets the tone for the evening as distinguished guests arrive, mingle, and enjoy an atmosphere filled with festive sophistication and live piano magic. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee \$2,000.00

VIP Signature Drink Sponsorship

To instill a bit of excitement at the open bar, the staff at The Hotel Bethlehem will create a "signature" drink for each room. Served at a distinct station, these drinks will serve as an alternative to the open bar and will provide a unique experience for our guests. Sponsors will share in the excitement and the visibility that the drinks will create. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening

Promotional Fee \$1,500.00

Room Sponsors.

As announced earlier, the 2026 Holiday Party will turn Hotel Bethlehem into a night to remember. The amazing Entertainment, Dining and decorations we provide in every room will create the breath-taking excitement you would expect in Hollywood.

Grand Ballroom – Room Sponsorship

As the **Grand Ballroom Sponsor**, your brand becomes the centerpiece of the evening—literally. The Main Ballroom is where the heart of the celebration unfolds: dining, entertainment, awards, and the signature moments that define the GLVADA Holiday Party. This sponsorship delivers unmatched visibility and prestige in the highest-traffic, high-energy space of the event. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee \$2,500.00

Grand Ballroom Entertainment Sponsorship – The Hollywood Dolls

This amazing show begins at 6:00pm for all the guests in the Hotel's Grand Ballroom and will be the only venue open during this time.

Experience the timeless charisma and electrifying presence of the Hollywood Dolls with their outstanding performance of the **Andrews Sisters Tribute & 40s Big Band Swing**. Their incredible costumes will mirror the legendary style, from the iconic years.

With the Hollywood Dolls it is not just about looking the part - they bring the show to life with interactive performances that engage and entertain guests. Their friendly and outgoing personality ensures everyone feels part of the magic, creating unforgettable moments and a lively atmosphere.

What truly sets them apart is their impeccable singing ability. With harmonic voices that capture the distinctive sound of the **Andrews Sisters Tribute & 40s Big Band Swing** they deliver flawless renditions of classic hits, like *Don't go under that apple tree with anyone else but me*, *Boogy woogy bugle boy at company B* bringing the energy and passion to every performance.

These three dynamic women offer a captivating and dynamic experience that will leave you talking long after the show ends. Get ready for a performance filled with charm, talent, and rock 'n' roll excitement! The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee \$2,500.00

Grand Ballroom - Grand Buffet Sponsorship

Indulge your appetite that will feature delicious classic Italian – American style of foods that reflect the swing era vibe prepared by Hotel Bethlehem Chefs, with selections of worldly cuisine including an array of pasta dishes, carving stations and high-end meat cuts to satiate the meat lovers. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$2,500.00

Grand Ballroom - Raw Seafood Bar Sponsorship

This extravagant Seafood Raw Bar takes center stage as it grabs your attention as you enter the room. This Seafood Raw Bar beckons with a tantalizing spread of the freshest and most sumptuous seafood available. Whether you are a lover of classic Shrimp Cocktail, or crave Crab Claws, or adventurous enough to try the Oysters, this Seafood Raw Bar will cater to every palate. It comes with a very large spectacular illuminated ice sculpture in the middle with your company name and or logo carved on the illuminated ice. The company will have the opportunity to invite 6 of its employees / representatives to participate that evening.

Promotional Fee - \$3,200.00

Grand Ballroom Signature Drink Sponsorship To instill a bit of excitement at the open bars in each venue, the staff at The Hotel Bethlehem will create a "signature" drink reflecting the entertainers featured there. Served at a distinct station, these drinks will serve as an alternative to the open bar and will provide a unique experience for our guests. Sponsors will share in the excitement and the visibility that the drinks will create. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee \$ 1,500.00



Mural Ballroom Sponsorship – “A Star- Spangled Christmas”

The **Mural Ballroom** at Hotel Bethlehem is one of the most historic and visually stunning spaces in the region—featuring grand murals, warm lighting, and timeless elegance. As the **Mural Ballroom Sponsor**, your brand becomes the signature presence in this cherished room, where guests gather for cocktails, conversation, and holiday cheer. This sponsorship blends heritage, prestige, and patriotic holiday magic, placing your company at the heart of the guest experience. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee \$ 2,500.00

Mural Ball Room Entertainment Sponsorship – “The Sugar Plums”

This dazzling show will begin at 7:30pm. The **Sugarplums** perform a mix of Classic and modern holiday music, including beloved songs like “*White Christmas*” and lively renditions of “*Jingle Bells*.” Their style incorporates a touch of retro flair, appealing to music lovers of all ages. They are known for their sweet harmonies that can “give you a toothache.” Reflecting their joyful and festive atmosphere Get ready for an unforgettable experience with the **Sugar Plums** These incredible performers will bring you out of your chairs. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$2,500.00

Mural Room Grand Buffet Sponsorship

Indulge your appetite that will feature delicious options that will include classic holiday dishes that reflect the era with rich culinary heritage prepared by Hotel Bethlehem Chefs, with selections of worldly cuisine including an array of food options and carving stations. This will be an exquisite collection of entrees and side dishes. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$2,000.00

Sushi Boat with Live Rolling – Mural Ballroom

Watch the Queen of Sushi, Madame Saito. For 30 years, Saito has been the ambassador of Japanese culture and fusion cuisine in the Greater Philadelphia area, she will be rolling fresh sushi. This will be the talk of the evening and will give your company maximum exposure. The company will have the opportunity to invite 6 of its employees / representatives to participate that evening.

Promotional Fee -\$3,000.00

Mural Ballroom - Signature Drink Sponsorship.

To instill a bit of excitement at the open bar in each venue, the staff at The Hotel Bethlehem will create a "signature" drink for this room, reflecting the entertainers featured there. Served at a distinct station, these drinks will serve as an alternative to the open bar and will provide a unique experience for our guests. Sponsors will share in the excitement and the visibility that the drinks will create. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee \$1,500.00

1741 Terrace Room Sponsorship – “*A Star – Spangled Christmas*”

The **1746 Terrace Room** at Hotel Bethlehem blends colonial-era charm with warm holiday ambiance, making it one of the most inviting and historically rich spaces in the venue. As the **1746 Terrace Room Sponsor**, your brand becomes the signature presence in this beautifully decorated area where guests mingle, enjoy cocktails, and take in the festive atmosphere. This sponsorship offers a unique combination of heritage, elegance, and patriotic holiday spirit. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee \$ 2,250.00

1741 Terrace Room Entertainment Sponsorship

This dazzling performance will begin at 7:30pm. Experience the timeless charm and smooth sounds of one of the best saxophone players in the Lehigh Valley. Peter Fluck has played in many bands across the country for many years. Sit back and relax and take in this smooth and sexy music while sipping on a cocktail, coffee or tea. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$2,500.00

1741 Terrace Room Desert Station Sponsorship

Indulge your appetite that will feature delicious Dessert options that will include favorite desserts from Detroit and New Jersey. All of our desserts are prepared by Hotel Bethlehem Chefs. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$ 2,000.00

1741 Terrace Room Signature Drink Sponsorship.

To instill a bit of excitement at the open bars in each venue, the staff at The Hotel Bethlehem will create a "signature" drink for each room, reflecting the entertainers featured there. Served at a distinct station, these drinks will serve as an alternative to the open bar and will provide a unique experience for our guests. Sponsors will share in the excitement and the visibility that the drinks will create. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee \$ 1,500.00

1741 Terrace Room Coffee & Tea Sponsorship

This sponsorship will include an amazing blend of coffee and teas provided by Hotel Bethlehem. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee - \$1,000.00

Invitation Sponsorship

Your company name and Logo will be displayed on the front of the Invitation. Everyone will need this to enter the Holiday Party. This will be featured in our newsletter. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$ 2,000.00

Transportation Hub Parking & Shuttle

Have your company name and logo on the reception tent and Hotel Bethlehem Bus, this is located under the bridge behind Hotel Bethlehem, everyone coming to the holiday party must start at this location. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$ 2,500.00

Center Piece Sponsor

The amazing center pieces will depict the 1940 / 1950 swing era.

Your name and logo will be on every table in every room giving your company maximum exposure all evening for our guests to see. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee - \$1,500.00

Coat Check Sponsorship

Upon arrival, the first area our guests see is the coat check-in area.

As the area's sponsor, your name will be identified by signage and through the greeting of our coat check-in volunteers. To make the sponsorship name more lasting, the volunteers will be instructed to say "on behalf of (ABC Company) we hope you enjoyed the GLVADA Holiday Party. Drive safely and have a wonderful holiday season. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee – 1,500.00

Dealer Gift – Sponsorship

We will choose the gift for the dealers, this gift will be given to all dealers at the Holiday Party at the end of the evening. Your company name and logo will be on the gift and or the gift bags. The company will have the opportunity to invite 4 of its employees / representatives to participate that evening.

Promotional Fee - \$2,500.00

Photo Booth – Sponsorship

Step into the spotlight and capture the magic of the season! The Photo Booth Sponsorship offers your brand a unique opportunity to be front and center at one of the most memorable features of the GLVADA Holiday Party. Your company logo prominently displayed on the photo booth backdrop and all printed/digital photo strips. Every shared photo becomes a branded moment—your logo travels with every post, tag, and share. The company will have the opportunity to invite 2 of its employees / representatives to participate that evening.

Promotional Fee – \$2,000.00

If you are interested in taking advantage of the opportunity for enhanced recognition and relationship-building, I would encourage your swift consideration of these sponsorship opportunities. Please know we will highlight our sponsors in every way possible above and beyond those items mentioned in this solicitation sheet. Together we will make the Holiday Party one to remember for many years to come. Thank you in advance for your support. I look forward to a long relationship with your company.

Sincerely

Dan Moyer