



GREATER
LEHIGH VALLEY
AUTO DEALERS
ASSOCIATION

SPONSORSHIP OPPORTUNITIES

Be part of the impact.
Your support helps drive
meaningful change in our
community — and puts your
brand center stage at high-
impact events alongside the
Lehigh Valley's leading auto dealers.





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Give Back. Stand Out. Drive Impact.

When you sponsor a GLVADA event, you're doing more than putting your brand in front of the region's top automotive professionals — you're helping fuel meaningful change across the Lehigh Valley.

Your partnership powers signature events like the Auto Technician Competition, Charity Golf Cup, Gala, Auto Show, and Holiday Party — all while directly supporting children, youth, and local education through the ***Cars N Kids Foundation***, GLVADA's philanthropic arm.



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Building Connections – *Creating Lasting Partnerships*

Join us in making the 2025 GLVADA events unforgettable!

From our annual Auto Technician Competition and VIP Auto Show, to our Charity Golf Cup and beloved Holiday Party, each event provides a high-impact platform to showcase your business and build strong relationships with local auto dealers—connections that pave the way for long-term growth and opportunity.

GLVADA proudly represents **44 new car and truck dealers across 75 franchises** in the Greater Lehigh Valley. As an associate member, you gain exclusive access to sponsor and attend events throughout the year. Since 1996, we've invested over \$1.9 million back into the communities our dealers call home — and every sponsorship helps us grow that impact.

GLVADA Sponsorship Events

FEBRUARY

Auto Technician Competition

Northampton Community College

AUGUST

GLVADA Charity Golf Cup

Woodstone Golf Club

MARCH

Auto Show VIP Event

Goodman Campus, Lehigh University

OCTOBER

Toy Drive

Deliver Toy Boxes to Dealerships

MARCH

Lehigh Valley Auto Show

Lehigh University, Goodman Campus

DECEMBER

GLVADA Holiday Party

Hotel Bethlehem

APRIL

Administrative Professionals Day

Hotel Bethlehem

DECEMBER

GLVADA Children's Christmas Luncheon



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FEBRUARY

Auto Technician Competition

Northampton Community College

CELEBRATING EXCELLENCE. FUELING FUTURES.

Since 1998, GLVADA has proudly hosted the annual Auto Technician Competition in partnership with Northampton Community College. This highly anticipated event brings together eight local high school teams—each comprised of two student technicians and their instructor—for a high-energy, hands-on skills challenge.

Four identical vehicles are pre-loaded with the same mechanical defect. The first team to accurately diagnose and repair the issue, starting the vehicle in the shortest amount of time, takes the win. The competition also includes electrical circuit diagnostics at a workbench and a full vehicle walk-around assessment, judged by industry professionals.

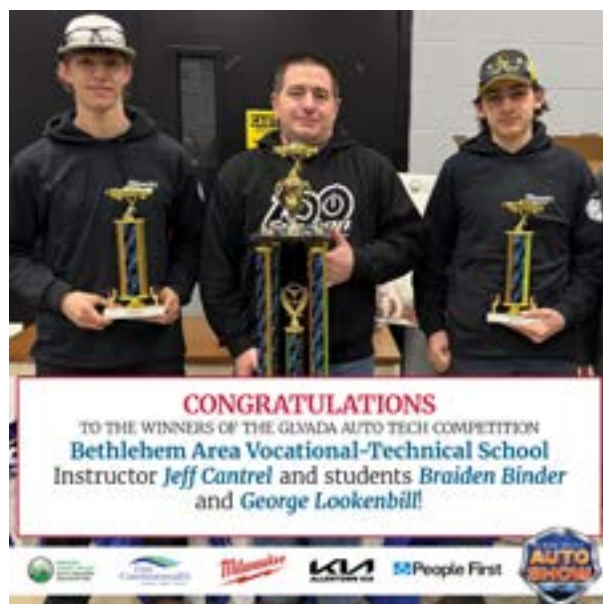
Prizes & Recognition

- **First Place:** Trophy for the school, individual trophies for both student technicians, and their photo featured across Adams Outdoor Electronic Billboards throughout the entire month of March.
- **Second & Third Place:** School and individual trophies awarded.
- **All Winning Teams:** Tool bags filled with professional tools, courtesy of Milwaukee Tools.

Sponsorship Opportunities

Sponsoring this competition is a powerful way to invest in the next generation of automotive technicians. Sponsors will receive recognition at the event, online, and in promotional materials—including the opportunity to present awards, provide branded giveaways, and connect directly with instructors and students. Customized sponsorships are available and can be tailored to your organization's budget and goals.

Support education. Celebrate talent.
Build your future workforce.





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MARCH 2026 – MAY 2027

Cars N Kids Foundation – Because We CARE GALA

Goodman Campus, Lehigh University

CELEBRATE. CONNECT. MAKE AN IMPACT.

The Cars N Kids Foundation – Because We CARE Gala

Join us for an unforgettable evening of elegance, purpose, and community connection at the Cars N Kids Foundation – Because We CARE Gala – a premier celebration spotlighting philanthropy, innovation, and the heart of the Lehigh Valley's automotive industry.

Hosted by GLVADA, this signature event features gourmet dining, entertainment, and exclusive access to the latest in automotive excellence – all while raising funds for local organizations that serve children and youth in our region.

Why Sponsor the Gala?

- Meaningful Impact: Help fuel programs that change lives through the Cars N Kids Foundation.
- Unmatched Exposure: Connect with top auto executives, community leaders, and media.
- Prestige & Purpose: Align your brand with a celebrated event that blends luxury with giving back.

Custom sponsorship opportunities are available. Let's work together to find the right fit for your brand. All sponsors receive logo recognition at the event and online, plus opportunities for sponsor guests to be strategically paired with dealers.

Sample Sponsorship Opportunities

Contact us to discuss availability or customize a package that fits your goals.

Presenting Sponsor – \$5,000

Beverage Sponsor – \$2,000

Signature Drink – SOLD

Entertainment Sponsor – \$2,500

Stage & Sound Sponsor – \$2,500

Appetizer Sponsor – \$1,650

Dinner Sponsor – \$2,500

Dessert Sponsor – \$1,500





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MARCH

Lehigh Valley Auto Show

Lehigh University, Goodman Campus

BE PART OF THE REGION'S PREMIER AUTOMOTIVE EVENT

The Lehigh Valley Auto Show continues to break records and bring the excitement. Held annually at Lehigh University's Goodman Campus, this four-day event draws thousands of attendees, industry professionals, and community members for a celebration of innovation, performance, and local connection.

From high-profile appearances (like Brandon Graham of the Philadelphia Eagles and Penn State's Nick Dawkins), to hands-on features like the Pit Crew Challenge and Tuner Show, the Auto Show delivers unforgettable experiences for all ages.

Proceeds from the 2025 show supported Good Shepherd Rehabilitation Network's Pediatric Unit—and every year, the event proudly gives back to a meaningful cause through the Cars N Kids Foundation – Because We CARE, GLVADA's philanthropic arm.

Sponsorship Opportunities

Partnering with the Auto Show gives your brand powerful visibility in front of thousands—and positions your company as a community supporter. Whether you're looking to engage families, car lovers, or industry leaders, we have sponsorships for every goal and budget.

Title Sponsor – \$10,000
Main Entrance Sponsor – \$5,000
Tuner Show Sponsor – \$4,000
Pit Crew Challenge Sponsor – \$3,500
Kids Zone Sponsor – \$3,000
Show Map Sponsor – \$2,500

Charging Station Sponsor – \$2,000
Lounge or Rest Area Sponsor – \$1,500
Directional Signage Sponsor – \$1,250
Dealer Row Sponsor – \$1,000
Digital Display Sponsor – \$1,000
Supporting Sponsor – \$750





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APRIL

Administrative Professionals Day

Hotel Bethlehem

CELEBRATE THE MAGIC BEHIND THE SCENES

GLVADA's Administrative Professionals Day event is a heartfelt tribute to the individuals who keep our dealerships running smoothly every day. Held at the elegant Hotel Bethlehem, this annual celebration brings together administrative staff from across our membership for an afternoon of appreciation, entertainment, and community.

To attend, each dealership must be represented by a Dealer Principal or General Manager—making it a unique opportunity for sponsors to connect directly with leadership while honoring the dedicated professionals who support them. Sponsorship opportunities are available and include meaningful recognition and presence at the event. Let's celebrate the people who make everything possible.

Sponsorship Opportunities

Sponsorships for Administrative Professionals Day can be tailored to align with your brand goals and budget. All sponsorships include logo recognition at the event and online, with options for enhanced visibility through giveaways, signage, or speaking opportunities. We're happy to work with you to create a custom package that makes your company stand out while supporting this meaningful celebration.





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AUGUST

GLVADA Charity Golf Cup

Woodstone Golf Club

Join us for a premier day of golf, networking, and giving back at the GLVADA Charity Golf Cup. This signature event brings together automotive leaders, community partners, and GLVADA dealers to support impactful causes right here in the Lehigh Valley.

Each year, the Golf Cup benefits a selected nonprofit organization, ensuring that your participation drives real change. Past beneficiaries have included the Andre Reed Foundation and St. Luke's Car Seat Safety Program, supporting youth development, health, and family safety initiatives.

Sponsorship Opportunities

Presenting Sponsorship	5,000
Post Tournament Reception Sponsor	9,000
Luncheon Sponsorship	5,000
Putting Green Sponsorship	2,500
Driving Range Sponsorship	1,500
Hole-in-one Sponsorship	2,500
Ryder Cup Sponsorship	2,000
Golf Cart Sponsorship	3,200
On Course Oasis Sponsorship	4,000
Score Card Sponsorship	2,000
Registration Sponsorship	2,000
Cigar Tent Sponsorship	2,000
Fine Scotch Tasting Tent	2,250
Bourbon Break Sponsorship	2,250
Adult Snow Cone Sponsorship	2,000
Straightest Drive Sponsorship	1,000
Team Uniform Sponsorship	

Each sponsorship for the GLVADA Charity Golf Cup comes with exclusive benefits designed to maximize visibility and engagement. From on-course signage and branded giveaways to digital promotion and logo recognition throughout the event, your brand will be front and center. All sponsorships include player spots, with sponsors strategically paired with GLVADA dealership representatives to foster meaningful connections and networking opportunities. We're happy to discuss which sponsorship level best aligns with your goals and ensure your experience is both impactful and rewarding.





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DECEMBER

GLVADA Holiday Party

Hotel Bethlehem

One of GLVADA's most anticipated traditions, the Holiday Party draws 90% of Dealer Principals and Minority Owners—making it an unmatched opportunity for face time, relationship-building, and premium brand visibility for our Associate Members.

GENERAL SPONSORSHIP BENEFITS

ALL SPONSORS RECEIVE:

Recognition on signage and AV screens throughout the venue

Acknowledgement in the GLVADA newsletter and General Membership Meeting

Invitations to the VIP Pre-Party Reception with Dealers and spouses

Additional guest invites based on sponsor level

Sponsorship Opportunities

Presenting Sponsor – \$12,000

- Exclusive naming rights on all event materials
- Welcome guests, assist with gift distribution, and station staff at entrances
- Premium signage and top-tier brand placement
- 20 guest passes

Pre-Party Host Sponsor – \$6,000

- Branding throughout the Grand Ballroom suites
- Recognition during the VIP reception
- 10 guest passes

Seafood Raw Bar w/ Ice Sculpture Logo – \$3,000

Buffet Sponsors – \$2,000

Evening Beverage Sponsor – \$5,000

Entertainment Sponsors

Grand Ballroom – \$2,500

Mural Ballroom – \$2,300

Terrace Room – \$2,300

Signature Drink Sponsors – \$1,500 Each

Dessert Sponsor – \$1,500

Coffee & Tea Station – \$1,000

Invitation (Logo Placement) – \$2,000

Transportation Hub Shuttle & Tent

Centerpiece Sponsor – \$1,500

Coat Check Sponsor – \$1,500

Dealer Gift Sponsor (Logo on gift bags) – \$2,500



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DECEMBER

GLVADA Children's Christmas Luncheon & Toy Drive

Deliver Toy Boxes to Dealerships – Location TBD

BRING HOLIDAY MAGIC TO LIFE

Each December, GLVADA hosts its beloved Children's Christmas Luncheon, a joyful celebration that brings the spirit of the season to life for hundreds of families across the Lehigh Valley. With festive visits from Santa, Mrs. Claus, Frosty, and Rudolph, a kid-friendly buffet, cheerful music from B104, and a toy giveaway made possible through donations from our dealer network, this event is pure holiday magic. It's one of our most heartwarming community traditions – and a shining example of how GLVADA gives back.

Multiple sponsorship opportunities are available for this cherished event.
Help us spread the joy – inquire today to learn how your company can take part.





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Join Us. Customize Your Sponsorship. Amplify Your Impact.

As a GLVADA Associate Member, your partnership goes far beyond business.

You're not only connecting with the region's premier network of franchised auto dealers—you're joining a community that's dedicated to giving back.

Through your support, we fuel charitable programs, youth education, and nonprofit partnerships across the Lehigh Valley via our philanthropic arm, the Cars N Kids Foundation. Together, we've donated over \$1.9 million to causes that matter—and your involvement helps drive that mission forward.

Exclusive Associate Member Benefits

As a GLVADA Associate Member, you'll receive:

- Sponsorship opportunities at high-impact events
- Invitations to GLVADA business meetings, social events, and educational programs
- Access to our dealer mailing list and printed/digital communications
- Listing in GLVADA directories and publications
- Opportunities to serve on committees and promote GLVADA-wide offerings
- First chance to advertise in our Auto Show Program/Buyers Guide
- Priority access to exhibit at the Lehigh Valley Auto Show Marketplace

Ready to Reserve Your Spot?

We offer custom sponsorship packages to suit your goals and budget.

Whether you're looking for maximum visibility or intimate connections, we'll help tailor a plan that aligns with your brand—while helping us continue our mission of community support.

CONTACT:

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