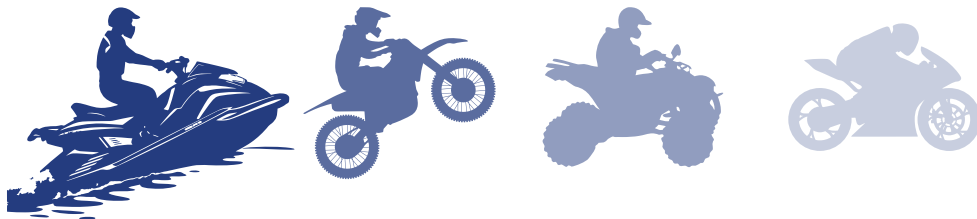




SPONSORSHIP





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.

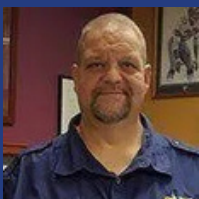
TMDA's advocacy has resulted in major wins for Texas dealers, including:

- 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 Salla

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 2026

Each year, TMDA invites knowledgeable presenters who address the issues most relevant to Texas dealerships. For 2026, TMDA is honored to feature keynote speaker Jerry Robinson, economist, best-selling author, and founder of FollowtheMoney.com. His keynote session will help dealers better understand the economic forces influencing consumer behavior, financing, and long-term growth.

The agenda also includes:

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

Mark Sheffield, Powersports Industry Strategist

Dara Benoit, TxDMV Assist Chief Investigator

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

Brandon Esparza, Digital Marketing Manager Pixel Motion

Royce Poinsett, TMDA Legislative Counsel

Together, these sessions provide clarity, context, and practical tools for navigating the evolving powersports landscape.



KEYNOTE SPEAKER

This year's TMDA Annual Conference welcomes an expert voice at the intersection of economics and industry insight. Our keynote session will feature a deep dive into the economic forces shaping today's powersports market - offering clarity, foresight, and practical takeaways for dealers navigating an evolving financial landscape. Attendees can expect a thought-provoking presentation designed to illuminate global trends, consumer behavior shifts, and strategic opportunities for long-term dealership growth.

Jerry Robinson is an economist, best-selling author, and international conference speaker and is well known for his expertise in global financial markets and economic trends. He is the founder of FollowtheMoney.com, a financial education and media company dedicated to providing cutting-edge economic, investment and trading insights. Robinson's best-selling book, "Bankruptcy of Our Nation," offers an in-depth analysis of America's economic challenges and presents strategic solutions for individuals and businesses. As the host of the "Follow the Money Weekly" podcast, he delves into economic and financial news, providing listeners with timely analysis and actionable advice. He holds a Bachelor's degree in Economics and has taught macroeconomics at the college level. Robinson has spoken on topics of money and economics around the globe, including the United States, Israel, Turkey, and Greece.





THE VENUE

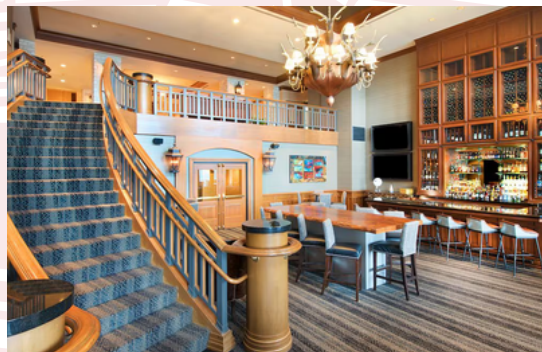
The 2026 TMDA Annual Conference will be held at *Lakeway Resort & Spa*, a scenic lakeside property overlooking the rolling blue waters of Lake Travis. Located just west of Austin in the Hill Country, the resort offers a quiet, upscale setting that's ideal for focused meetings, networking, and meaningful conversation.

Conference attendees can enjoy spacious guest rooms, lakeside dining, multiple outdoor terraces, and beautiful views throughout the property - making it a welcoming backdrop for both business and connection. Lakeway Resort is approximately 35–40 minutes from Austin-Bergstrom International Airport, offering convenient access for attendees traveling from across the state.



Property Highlights:

- Three outdoor pools, including: *An adults-only pool with a swim-up bar & a kids' pool with a waterslide*
- Full-service spa offering massages, facials, and wellness treatments
- 24-hour fitness center
- Lakeside restaurant and bar with indoor/outdoor seating
- Multiple outdoor terraces, rooms, and suites with panoramic lake views
- Spacious indoor and outdoor networking areas
- Scenic walking areas and lakeside relaxation spaces





SUNDAY NIGHT ENTERTAINMENT

We're thrilled to welcome Gigi Worth, an acclaimed singer-songwriter, acoustic guitarist, and multi-instrumentalist whose career spans rock 'n' roll, R&B, Motown, pop, and more. With a performance history that reads like a who's-who of modern music, Gigi brings a dynamic, high-caliber musical experience to this year's mixer.

Gigi has toured as the first-ever female drummer/vocalist for Michael McDonald and Christopher Cross, and later joined Kenny Loggins as a touring percussionist and vocalist. Her studio and live credits include collaborations with legendary artists such as Whitney Houston, David Foster, Giorgio Moroder, Dave Koz, Gladys Knight, Karla Bonoff, and Marilyn & Alan Bergman - a testament to both her versatility and world-class musicianship.

Today, Gigi performs a wide-ranging acoustic set drawn from a personal repertoire of more than 400 songs across decades and genres. Her soulful vocals, rhythmic guitar work, and effortless musicality create a warm, energetic atmosphere that's perfect for networking, conversation, and kicking off conference festivities with style.

We're excited to share an evening of live music with an artist whose talent, professionalism, and history on some of the world's biggest stages make her a standout addition to our event.





SPONSORSHIP PACKAGES

■ Platinum Sponsorship Packages

Keynote Speaker Sponsor	\$4,000
Partial sponsorship available as a non-Platinum option	

■ Gold Sponsorship Packages

Conference Room Sponsor	\$2,500	Claimed
Reception / Open Bar Sponsor	\$2,500	
Dinner / Reception Sponsor	\$2,500	
Lunch Sponsor	\$2,000	Claimed

■ Silver Sponsorship Packages

Breakfast Sponsor	\$1,750	Claimed
Snack Sponsor	\$1,750	Claimed
A/V Sponsor	\$1,700	Claimed

■ Bronze Sponsorship Package

Printed Materials Sponsor	\$750	Claimed
Sunday Night Live Entertainment Sponsor (NEW)	\$550	

■ Copper Sponsorship Package (NEW for 2026)

Base Sponsor - 10 Available	\$400
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*Available sponsorships updated 12.9.2025.



PACKAGE BENEFITS

■ Platinum Sponsorship Benefits

- 8 featured social posts prior to conference + 4 after conference
Content to be provided by sponsor; TMDA supplementation available.
- 2 full-length e-newsletter features
Content to be provided by sponsor.
- 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

- 6 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

- 4 featured social posts prior to 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
- Logo included in all e-newsletter communications leading up to the conference



PACKAGE BENEFITS (CONT'D)

■ Bronze 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

■ Copper Sponsorship Benefits (NEW for 2026)

- 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.
- **Shared** signage at the event (10 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, sponsors may set up a table at the event if they wish.

****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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