

# INTERNATIONAL MIDAS DEALERS ASSOCIATION

*Building Success Together*

## PERK PROGRAM

Bronze – Silver – Gold – Platinum  
Benefit Packages

# INTERNATIONAL MIDAS DEALERS ASSOCIATION

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## IMDA MISSION

The IMDA is made up of successful Midas Dealers who volunteer their time to help strengthen the Midas brand and Dealer profitability. The common mission of the IMDA is:

- ◉ *To promote honesty, ethical behavior, and the highest standards of integrity, with customers, vendors, the franchisor and fellow franchisees*
- ◉ *To protect and enhance the profitability and economic investment of all our fellow franchisees*
- ◉ *To work with Midas and PERK Partners to improve shop infrastructure, employee training, advertising and marketing, shop operations, and profitability and service delivery system*
- ◉ *To be one voice for the IMDA Midas franchisees*

**IMDA**

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## BRONZE PARTNER

\$2,500 Annually

### ◉ Logo Benefits

- Rights to use IMDA PERK Partner logo in all advertising and promotional materials
- PERK Partner static logo will be displayed on IMDA Member website under "Official PERK Partners"

### ◉ Communication Rights

- IMDA will provide one (1) official introduction per year on IMDA social network (Listserv) highlighting PERK Partner
- Included in New Franchise Packet

### ◉ Promotion Rights

- IMDA will help PERK Partner announce one (1) "special promotion" annually to IMDA Midas Dealers through email blast
- Vendor logo will be displayed in every IMDA NYCU E-Newsletter (Newsletter is sent monthly to all Midas Dealers)
- Two (2) free ads in IMDA NYCU per year.
- Directory inclusion in the online and printed directory (opportunity to purchase ads)

### ◉ Dealer Access Rights

- Bronze Partners have access to the separate phone conversations with an IMDA Board Member to discuss and develop programs or promotions related to their business.
- Opportunity to provide and establish an annual discount program valid to only IMDA members.



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## SILVER PARTNER

\$5,000 Annually

### ◉ Logo Rights

- Rights to use Official IMDA PERK Partner logo in all advertising and promotional materials
- PERK Partner interactive logo will be displayed on IMDA Member website under "Official PERK Partners"

### ◉ Communication Rights

- IMDA will provide one (1) official introduction on IMDA social network (Listserv) per year highlighting PERK Partner
- Included in New Franchise Packet
- PERK Partner with help from IMDA will conduct up to (1) webinar annually to educate IMDA Midas Dealers on the benefits of using a specific product/service offered by PERK Partner

### ◉ Promotion Rights

- IMDA will help PERK Partner announce two (2) "special promotions" annually to IMDA Midas Dealers through dedicated email blast
- Vendor logo will be displayed in every IMDA NYCU E-Newsletter (Newsletter is sent monthly to all Midas Dealers)
- Four (4) free ads in IMDA NYCU per year.
- Directory inclusion in the online and printed directory as well as an ¼ page ad in both.
- Opportunity to provide and establish an annual discount program valid to only IMDA members.

### ◉ Board of Directors Rights

- Silver Partners have access to IMDA Board Members for product/services pilot programs. Details determined on a case-by-case basis.



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## GOLD PARTNER

\$10,000 Annually

### ◉ Logo Rights

- Rights to use Official IMDA PERK Partner logo in all advertising and promotional materials
- PERK Partner interactive logo will be displayed on IMDA Member website under "Official PERK Partners"

### ◉ Communication Rights

- IMDA will provide one (1) official introduction on IMDA social network (Listserv) per year highlighting PERK Partner
- PERK Partner with help from IMDA will conduct up to two (2) webinars annually to educate IMDA Midas Dealers on the benefits of using a specific product/service offered by PERK Partner
- Inclusion in the NEW MEMBER packets (flyer or swag must be provided by PERK Partner)

### ◉ Promotion Rights

- IMDA will help PERK Partner announce three (3) "special promotions" annually to IMDA Midas Dealers through dedicated email blast
- Vendor logo will be displayed in every IMDA NYCU E-Newsletter (Newsletter is sent monthly to all Midas Dealers)
- Six (6) free ads in IMDA NYCU per year.
- Directory inclusion in the online and printed directory as well as an ½ page ad in both.
- Opportunity to provide and establish an annual discount program valid to only IMDA members.

### ◉ Board of Directors Rights

- Gold Partners have access to IMDA Board Members for product/services pilot programs. Details determined on a case-by-case basis.
- PERK Partner will receive invitation to attend one board webinar or conference call per year to perform presentation
- Gold Partners will be given opportunities for discount sponsorship and participation in Regional Dealer Meetings, where and when available.



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## PLATINUM PARTNER

### • Logo Rights

- Rights to use Official IMDA PERK Partner logo in all advertising and promotional materials
- PERK Partner interactive logo will be displayed on IMDA Member website under "Official PERK Partners"

\$25,000 Annually

### • Communication Rights

- IMDA will provide one (1) official introduction on IMDA social network (Listserv) per year highlighting PERK Partner
- PERK Partner with help from IMDA will conduct up to four (4) webinars annually to educate IMDA Midas Dealers on the benefits of using a specific product/service offered by PERK Partner
- Inclusion in the NEW MEMBER packets (flyer or swag must be provided by PERK Partner)

### • Promotion Rights

- IMDA will help PERK Partner announce four (4) "special promotions" annually to IMDA Midas Dealers through dedicated email blast (sent quarterly)
- Vendor logo will be displayed in every IMDA html communication
- Monthly (12) free ads in IMDA NYCU E-Newsletter per year
- Directory inclusion in the online and printed directory as well as a full page ad in both.
- Opportunity to provide and establish an annual discount program valid to only IMDA members.

### • Board of Directors Rights

- Platinum Partners will be given opportunities for discount sponsorship and participation in Regional Dealer Meetings
- PERK Partner will receive invitation to attend one board meeting or conference call per year to perform presentation
- Platinum Partners have access to IMDA Board Members for product/services pilot programs. Details determined on a case-by-case basis.



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## JOIN TODAY

To become a PERK Partner or for more details please contact us today!

International Midas Dealers Association  
4919 Lamar Ave.  
Mission, KS 66202

Questions? 877-543-6203

PERK Partner Application: <http://imda.today/apply-to-be-a-perk-partner/>

