



2023 BUSINESS MEMBER PROGRAM

The AMA stands on the front lines to promote and protect motorcycling. Will YOU stand with us?





WHY JOIN THE AMA BUSINESS MEMBER PROGRAM?

The guiding mission of the AMA is to promote the motorcycle lifestyle and protect the future of motorcycling. AMA Business Members are key participants in making that mission a reality — together we're stronger!

WHEN YOU BECOME AN AMA BUSINESS MEMBER, YOU HELP THE AMA PURSUE VITAL INITIATIVES CRITICAL TO THE SURVIVAL OF OUR INDUSTRY, SUCH AS:

- Eliminating laws that profile motorcyclists
- Fighting laws that endanger the entire motorcycle industry, such as the "Lead Law," which the AMA fought to kill in 2011...successfully!
- Advancing pro-motorcycling legislation, such as lane-sharing laws
- Ensuring autonomous vehicle technology is rigorously tested to protect motorcyclists
- Promoting safe riding initiatives with promoters and clubs



"The AMA Business Member program helps everything related to motorcycling — from defending our rights, to fighting for land use and legislative efforts. The AMA's mission has kept our sport healthy for all riders. [AMA President and CEO] Rob [Dingman] and his team have so much credibility and loyalty to us, and we all need to be involved in the AMA to help carry on the mission."

*CHRIS CARTER, OWNER,
MOTION PRO, INC.*



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FOR MORE INFORMATION CONTACT MICHAEL KULA: MKULA@AMA-CYCLE.ORG • (949) 466-7833



AMA BUSINESS MEMBERSHIP OPPORTUNITIES FOR EVERY BUSINESS

From OEMs to aftermarket manufacturers to powersports dealers, the AMA Business Member Program offers options that benefit all types of businesses.



AVAILABLE AMA BUSINESS MEMBERSHIP LEVELS

- OEM Business Membership Level 1: \$15,000
- OEM Business Membership Level 2: \$4,500
- Industry Business Membership Level 1: \$10,000
- Industry Business Membership Level 2: \$3,500
- Associate Business Membership: \$1,500



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OEM BUSINESS MEMBERSHIPS

From OEMs to aftermarket manufacturers to powersports dealers, the AMA Business Member Program offers options that benefit all types of businesses.

OEM BUSINESS MEMBERSHIP LEVEL 1: \$15,000

Intended for OEMs with corporate headquarters within the United States that manufacture or distribute motorcycles in quantities of 25,000 or more units per year.

OEM BUSINESS MEMBERSHIP LEVEL 2: \$4,500

Intended for OEMs with corporate headquarters within the United States that manufacture or distribute motorcycles in quantities of less than 25,000 units per year.

OEM BUSINESS MEMBER BENEFITS

- Right to display OEM AMA Business Member logo
- Wall plaque acknowledging membership
- Listing on the AMA Business Member page with description
- Monthly AMA Business Member News E-Newsletter
- Acknowledgement on AMA Business Member page in *American Motorcyclist*
- Customized research on AMA Members
- Access and outreach to AMA members through the annual business appeal promotion
- Updates on the AMA Government Relations Department's legislative activities
- Recognition in AMA Annual Report
- Special ad pricing across various AMA channels
- Eligible to serve on AMA Board of Directors



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INDUSTRY BUSINESS MEMBERSHIPS

INDUSTRY BUSINESS MEMBERSHIP LEVEL 1: \$10,000

Intended for aftermarket manufacturers, wholesale distributors of parts or accessories, publishers of materials related to the motorcycle industry or businesses engaged in the wholesale and/or retail financing or insurance industry with gross sales exceeding \$50 million per year.

INDUSTRY BUSINESS MEMBERSHIP LEVEL 2: \$3,500

Intended for aftermarket manufacturers, wholesale distributors of parts or accessories, publishers of materials related to the motorcycle industry or businesses engaged in the wholesale and/or retail financing or insurance industry with gross sales less than \$50 million per year.

INDUSTRY BUSINESS MEMBER BENEFITS

- Right to display Industry AMA Business Member logo
- Wall plaque acknowledging membership
- Listing on AMA Business Member page with description
- Monthly AMA Business Member News E-Newsletter
- Acknowledgement on AMA Business Member page in *American Motorcyclist*
- Customized research on AMA Members
- Updates on the AMA Government Relations Department's legislative activities
- Special ad pricing across various AMA channels
- Recognition in AMA Annual Report
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ASSOCIATE BUSINESS MEMBERSHIP

ASSOCIATE BUSINESS MEMBERSHIP: \$1,500

Intended for registered businesses involved in the sale and/or distribution of motorcycles and/or parts and accessories, businesses not directly involved in the motorcycle industry or an individual AMA Member or AMA Member Family with interest in AMA Business and Operations.

ASSOCIATE BUSINESS MEMBER BENEFITS*

- Right to display Industry AMA Business Member logo
- Wall plaque acknowledging membership
- Listing on AMA Business Member page with description
- Monthly AMA Business Member News E-Newsletter
- Acknowledgement on AMA Business Member page in *American Motorcyclist*
- Special ad pricing across various AMA channels
- Recognition in AMA Annual Report



*Not eligible to serve on AMA Board of Directors

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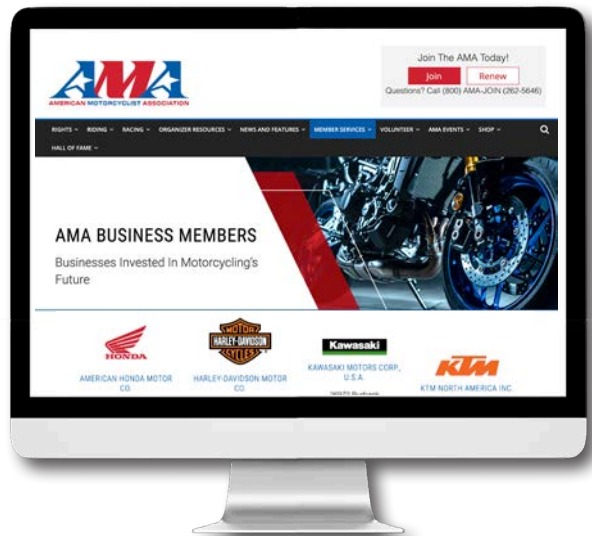
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THE AMA WANTS YOU!

The AMA stands strong promoting and protecting motorcycling. Are you ready to stand with us as an AMA Business Member?

Every additional Business Member makes the AMA stronger, and AMA Business Members have an active role in steering the future of the AMA while helping support the AMA's critical Government Relations efforts. Let's work together to protect the motorcycle lifestyle we love while growing and strengthening the industry.



**HAVE ADDITIONAL QUESTIONS?
WE'RE READY TO HELP!**

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