



2024

AMA
BUSINESS MEMBER
PROGRAM

The AMA leads the way to promote and protect motorcycling — and with our Business Member Program, to help your business thrive.

WILL YOU LEAD WITH US?



TESTIMONIAL:

“For over half a century, Kawasaki has supported the AMA’s mission to promote, preserve and grow the motorcycle industry. As a supporting Business Member, Kawasaki works together with the AMA to help build a bright future for motorcyclists, including safety, legislation for rider rights and land use, promoting riding and racing, and supporting the heritage of the AMA Hall of Fame. Supporting the AMA is essential to preserving the positive growth of motorcycling and the powersports industry.”

—Eigo Konya, President & CEO
Kawasaki Motors Corp., U.S.A.

WHY JOIN THE AMA BUSINESS PROGRAM?

THE AMA’S GUIDING MISSION is to promote the motorcycle lifestyle and protect the future of motorcycling, which helps make our sport and industry a better and more vibrant place to do business. And AMA Business Members are key participants in making that mission a reality. We are stronger together!

AS AN AMA BUSINESS MEMBER, HERE’S SOME OF WHAT YOU CAN EXPECT TO BUILD A BETTER BUSINESS CLIMATE AND BOOST YOUR BOTTOM LINE (depending on membership level):

- ▶ Exposure in *American Motorcyclist* via Business Member ads
- ▶ Discounted ad rates in *American Motorcyclist* and website
- ▶ May nominate and vote for Business Member representatives to the AMA Board of Directors
- ▶ Consumer data from AMA member surveys
- ▶ Updates on government relations activities
- ▶ AMA reports from events and consumer activities
- ▶ AMA newsletters with industry and membership/AMA news
- ▶ Recognition program for AMA Business Member employees
- ▶ Magazine copies for company, dealership, etc.
- ▶ And more!



APPLY HERE <https://AmericanMotorcyclist.com/biz-member-app/>

For more information contact Michael Kula at mkula@ama-cycle.org • (949) 466-7833 or Alex Boehm at aboehm@ama-cycle.org • (310) 662-1724



AMA BUSINESS MEMBERSHIP OPPORTUNITIES FOR EVERY BUSINESS



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**
- ▶ **DEALER BUSINESS MEMBERSHIP:** **\$400**
(4 or fewer commonly owned dealers, additional \$200 for each additional commonly owned dealership)



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OEM

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

- ▶ Consumer data from product surveys sent to AMA members
- ▶ AMA reports surrounding events, attendance-trends for AMA event participation in riding, racing, Vintage Motorcycle Days, Hall of Fame Days and other events
- ▶ Discounted advertising rates
- ▶ May nominate and vote for Business Member representatives to the AMA Board of Directors
- ▶ Listing on AMA Business Member page with description
- ▶ Monthly AMA Business Member Newsletter
- ▶ Business Member ad in *American Motorcyclist* with current year Business Member company logos
- ▶ Eligible for Business Member magazine gift guide
- ▶ Recognition program for Business Members with top employee membership (Top Supporter house ad in *American Motorcyclist*)
- ▶ Updates on AMA Government Relations Department's legislative activities
- ▶ Recognition in AMA Annual Report
- ▶ Right to display AMA Business Member logo with year on website
- ▶ Wall plaque acknowledging membership



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INDUSTRY

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 OF LESS THAN \$50 MILLION PER YEAR.**

INDUSTRY Business Member Benefits

- ▶ Consumer data from product surveys sent to AMA members
- ▶ AMA reports surrounding events, attendance-trends for AMA event participation in riding, racing, Vintage Motorcycle Days, Hall of Fame Days and other events
- ▶ Discounted advertising rates
- ▶ May nominate and vote for Business Member representatives to the AMA Board of Directors
- ▶ Listing on AMA Business Member page with description
- ▶ Monthly AMA Business Member Newsletter
- ▶ Business Member ad in *American*
- ▶ *Motorcyclist* with current year Business Member company logos
- ▶ Eligible for Business Member magazine gift guide
- ▶ Recognition program for Business Members with top employee membership (Top Supporter house ad in *American Motorcyclist*)
- ▶ Updates on AMA Government Relations Department's legislative activities
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TESTIMONIAL:

“Anthony’s Leatherworks repairs and restores motorcycle garments while MX Boot Resole & Repair resoles and repairs motocross boots, and we have been AMA Business Members for many years.

“The AMA has helped us expand our businesses across the USA and has helped us gain our credibility as a leader in our industries. Being a business member of the AMA is also rewarding because it helps bring the motorcycle community together so it can grow for future generations. We’re honored to be part of that.”

—Greg Sermabeikian
Anthony’s Leatherworks and
MX Boot Resole & Repair

ASSOCIATE

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

- ▶ Consumer data from product surveys sent to AMA members
- ▶ Business Member ad in *American Motorcyclist* with current year Business Member company logos
- ▶ Discounted advertising rates
- ▶ Monthly AMA Business Member Newsletter
- ▶ Recognition in AMA Annual Report
- ▶ Listing on AMA Business Member page with description
- ▶ Right to display AMA Business Member logo with year on website
- ▶ Wall plaque acknowledging membership

Associate Business Members are *not eligible to serve on the Board of Directors*



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DEALER

DEALER BUSINESS MEMBERSHIP: \$400

(Four or fewer commonly owned dealers, additional \$200 for each additional commonly owned dealership)

DEALER Business Member Benefits

- ▶ Business Member ad in *American Motorcyclist* with current year Business Member company logos
- ▶ Discounted advertising rates
- ▶ Consumer data from product surveys sent to AMA members
- ▶ Magazine copies to dealers including member information
- ▶ Encouraging AMA organizers/state chapters to use dealerships for meeting places (bring more people to the dealers)
- ▶ Connect dealers to clubs/organizers for local events
- ▶ Dealer listings on the website
- ▶ Right to display AMA Business Member logo with year on website
- ▶ Window cling acknowledging membership

Dealer Business Members are *not eligible to serve on Board of Directors*



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THE



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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