



**AIA**
Canada

Sponsorship prospectus 2025



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About the Automotive Industries Association of Canada

The Automotive Industries Association of Canada (AIA Canada) represents, supports and leads innovation in Canada's \$37.8 billion auto care sector. With thousands of members from coast to coast, our vision, research, training programs and advocacy supports Canada's collision and mechanical sectors. Our best practices for the auto care industry help our members keep Canada's fleet of almost 26.6 million vehicles on the road.

Whether you have been in a collision or require maintenance, our members help vehicles last longer, pollute less and keep drivers safer by offering Canadians any product or service a vehicle may need after it rolls off the dealership's lot.

About our members

The professionals behind Canada's \$37.8 billion auto care sector are the people who deliver all the products and services that a vehicle needs after it is assembled by the original manufacturer. This includes everything from vehicle replacement parts, accessories and chemicals to equipment, tools and services.

Our members are engaged across the entire aftermarket supply chain and include manufacturers and distributors, parts stores and service and repair shops, aftermarket-related business services, manufacturers' representatives and more.

Our reach



16,500 + engaged followers on LinkedIn, Twitter, Facebook and YouTube



11,700 + subscribers to AIA Canada's e-communications



600 + attendees at the exclusive Canada Night in 2023



180,000 + page visits to the AIA Canada website in 2024

Why sponsor with AIA Canada

If you sell to companies operating in Canada's auto care sector or are trying to make in-roads into the market, our members are your customers.

AIA Canada offers a suite of sponsorship and exhibiting options that will get you in the room with the key decision-makers of Canada's auto care industry and get your products and services in front of the next generation of auto care professionals via events such as AIA Canada's Student Aftermarket Day.

Unrivaled access

AIA Canada is the only organization that brings together Canada's entire automotive aftermarket supply and service chain. Working with us is your key to accessing the professionals who drive this \$37.8 billion market.

Demonstrate leadership and commitment

Sponsoring AIA Canada means supporting independent, industry-focused research, advocacy work, high-quality education and meaningful networking opportunities in our sector. Position your company as a leader.

Supercharge your visibility

Boost your brand recognition in this powerful and growing sector with exceptional brand-building opportunities ranging from logo placement and event booths to direct emails and speaking opportunities.

Shape the future

The auto care sector is undergoing extraordinary change. Our sponsors get a seat at the table where they can influence the conversation with governments, agencies and organizations that are shaping the future.

AIA Canada programming

Canada Night

Date and location to be determined

Canada Night has been the highlight of the auto care social calendar, and tickets are a hot commodity! Canada Night is an exceptional opportunity for Canadian suppliers to build and maintain strong relationships with new and existing customers. With over 600 people from across the auto care industry in attendance, it is a night filled with great food, drinks and Canadian camaraderie.

Student Aftermarket Day

November, Barrie, ON

The Student Aftermarket Day brings together the auto care industry with the next generation of aftermarket professionals. Organized by the AIA Canada's Young Professionals in the Auto care sector (YPA) community and in partnership with the Automotive Business School of Canada at Georgian College, this conference is your best opportunity to attract young talent to your organization. It is a day filled with great speakers, networking, student presentations and a career fair.

Additional opportunities or activities may become available with other colleges and institutions, including the Southern Alberta Institute of Technology.

Canadian Auto Care Industry Conference

March 19-20, 2025, Toronto, ON

The Canadian Auto Care Industry Conference (CAIC) brings together the AIA Canada National Conference and CCIF Toronto for two days of future-focused presentations by industry experts, unparalleled opportunities to learn and connect, and exceptional networking experiences.

On March 19, 2025, kick off the event with programming covering both mechanical and collision topics, providing a comprehensive overview of the industry's evolving landscape. Later that day, a joint networking reception, uniting participants from both the AIA Canada National Conference and CCIF Toronto will be taking place to offer maximized networking opportunities.

March 20, 2025, will feature a collision-focused vendor showcase and programming centered on collision repair.

Join us to embrace change and drive growth in the auto care sector.



Young Professionals in the Auto care sector (YPA) community activities

The Young Professionals in the Auto care sector community provides opportunities for young professionals under the age of 45 to meet and network with professionals across the automotive aftermarket industry occupying management to C-Suite level positions. Sponsors who support the YPA are recognized as companies committed to fostering the next generation of industry leaders and decision-makers, ensuring the continued growth and success of the aftermarket.

2025 YPA activities will include:

- YPA Committee's annual meeting in March
- Virtual professional development sessions
- Student Aftermarket Day
- YPA Holiday Networking Reception

AIA Canada web series

Our growing web series, *Curbside Chat*, hosted by automotive journalist Lorraine Sommerfeld, features industry leaders and experts discussing new trends, technology and data that will shape the future of the sector.

AIA Canada research: Consumer Behaviour Series

The Automotive Industries Association of Canada (AIA Canada) is the go-to resource for knowledge on the auto care sector.

The 2025 Consumer Behaviour Series is a comprehensive market research study designed to explore consumer attitudes and behaviors in the rapidly evolving Canadian automotive market. This study delves into various aspects of consumer interaction with the industry, from purchasing habits to maintenance preferences, and the influence of emerging trends. By surveying a wide range of Canadian car owners, the series provides valuable insights that can help businesses in the aftermarket industry—such as repair shops, parts stores, and wholesalers—enhance their strategies and stay ahead in an increasingly digital and dynamic environment.

Annual sponsorship packages

Our tiered sponsorship packages offer a broad range of options to suit every objective and budget. For full details, turn to page eight to see the benefits grid.

Maple leaf package - \$32,000

Our premium Maple Leaf package puts your company in the driver's seat – you will get the most profile at events, online through other initiatives and be first in line for any new opportunities. Get priority access to AIA Canada's advocacy and consulting sessions and benefit from thought leadership content on our blog, social media features on our channel, and tickets to high-profile events like Canada Night and the YPA Community in-person events. The Maple Leaf package is designed for Canadian companies that want to lead.

Gold package - \$22,000

The Gold package was created for companies who want to build a robust, authoritative brand presence while cultivating strong relationship with Canada's auto care sector leaders. Get a preferred seat at our Communities of Practice, ensuring your voice is heard among industry peers, and a presence at Student Aftermarket Day to connect with the future of the industry. Get recognized as an AIA Canada research sponsor and make a powerful impression with the Gold package.

Sponsor benefits

Maple Leaf
\$32,000

Gold
\$22,000

Marketing opportunities

Logo recognition on signage (print and/or digital) at all in-person events and conferences, excluding CCIF and the Canadian Auto Care Industry Conference March 20, 2025 date



Logo on the aiacanada.com homepage with an impressions report at the end of the calendar year



Logo on the aiacanada.com event pages (where appropriate)



Logo recognition in the Monthly Minute newsletter and the AIA Canada Event Calendar newsletter



Logo recognition on AIA Canada's sponsors page with impressions report at the end of the calendar year



Sponsored thought leadership content on AIA Canada's blog (article focused on delivering value to AIA Canada's audiences and will be created with advice from AIA Canada)

1 article

Social media feature of your company on AIA Canada channels (A concise overview post of your company that directs users back to your website, will be created by AIA Canada.)

2 posts

	Maple Leaf \$32,000	Gold \$22,000
Preferred invitations and registrations		
A preferred seat at the table of our Communities of Practice	✓	✓
One-on-one consulting sessions on key topics	✓	
Invitation(s) to C-Suite, invite-only dinner and/or executive round table	✓	
Ticket to attend YPA Community in-person events, excluding Student Aftermarket Day	2 tickets	

AIA Canada program recognition

Maple Leaf
\$32,000

Gold
\$22,000

Canadian Auto Care Industry Conference (formerly AIA Canada National Conference and CCIF Toronto)

Tickets to attend the March 19, 2025, day of the
conference

2 tickets

1 ticket

Opportunity to introduce a keynote speaker (if
available) during the March 19, 2025, day of the
conference



Canada Night (Date and location to be confirmed)

Recognition as an official Canada Night Sponsor on
the Canada Night landing page



Canada Night tickets

6 tickets

Logo recognition on the Canada Night event
webpage



Priority of selection and discount on additional
Canada Night-specific sponsorship opportunities



	Maple Leaf \$32,000	Gold \$22,000
Young Professionals in the Auto care sector Community activities		
Priority of selection for virtual professional development series (Deadline for selection: January 25, 2025)	Seminar presenter and Seminar guest host	
Logo recognition during the YPA virtual meetings, excluding virtual professional development seminars	✓	✓
Student Aftermarket Day: complimentary table top (where applicable)	1 table top	1 table top
Research initiatives		
Early access to new AIA Canada auto care sector wide research date publications	✓	✓
Logo recognition on the AIA Canada's research webpage with impressions report at the end of the calendar year	✓	✓
Logo recognition on research webinars and publications, excluding custom research initiatives	✓	✓
Web series		
Logo recognition on the web series video	✓	
Logo recognition on the web series webpage	✓	
Company name recognition in episode show notes on audio streaming platforms	✓	

À la carte

Custom research

Our research team will work with you and partners on specific topics and issues important to you and the auto care industry.

Scope and cost will be determined on a case by case basis.

Please contact grace.moreland@aiaacanada.com and research@aiaacanada.com to communicate your interest in this sponsorship opportunity.

Research initiatives: Consumer Behaviour Series - \$7,500

The Automotive Industries Association of Canada is the go-to resource for knowledge on the auto care sector.

The 2025 Consumer Behaviour Series is a comprehensive market research study designed to explore consumer attitudes and behaviors in the rapidly evolving Canadian automotive market. This study delves into various aspects of consumer interaction with the industry, from purchasing habits to maintenance preferences, and the influence of emerging trends. By surveying a wide range of Canadian car owners, the series provides valuable insights that can help businesses in the auto care (aftermarket) industry—such as repair shops, parts stores, and wholesalers—enhance their strategies and stay ahead in an increasingly digital and dynamic environment.

As a sponsor of the 2025 calendar year research initiatives: Consumer Behaviour Series, you will receive:

- Preview of new publications ahead of time from the public release.
- Logo recognition in the research publications and related webinars.

Sponsored thought leadership content - \$1,500

AIA Canada's blog drives over 16,000 views by industry members per year and offers a prime opportunity to position your company as a thought leader in Canada's \$37.8 billion auto care industry. Your sponsored thought leadership article, created with advice from AIA Canada, will deliver valuable and informative insights relevant to the Association's audience(s). The blog should be informative and can include a call to action in the conclusion, with up to two brand mentions. Your article will benefit from a two-year exposure on the aiaacanada.com blog, along with social media and email marketing exposure through AIA Canada's channels (where applicable). Collision-focused blogs will also be featured on the ccif.ca blog for additional visibility. This approach ensures your brand reaches a targeted, engaged audience, driving maximum value and traffic to your website.

Please note: There is a maximum of one opportunity per company for the calendar year.

Web series - \$7,500

Our growing web series, Curbside Chat, hosted by automotive journalist Lorraine Sommerfeld, features industry leaders and experts discussing new trends, technology and data that will shape the future of the sector.

As a sponsor of the 2025 calendar year web series, you will receive:

- Logo recognition on the web series video.
- Logo recognition on the web series webpage.
- Company name recognition in episode show notes on audio streaming platforms.

Young Professionals in the Auto Care Sector community virtual professional development seminars

Seminar presenter - \$4,000

Take advantage of the opportunity to engage with the next generation of management in the auto care industry by positioning yourself as a thought leader. As a sponsor, you will have the chance to be the speaker for our virtual YPA professional development seminars, which aim to nurture and develop future leaders, ensuring the industry's longevity and success.

These seminars are targeted at the YPA Community, which includes young executives and managers under 45 years of age from AIA Canada member companies in good standing who are on track for senior positions within their organizations.

This calendar year, we have the following seminar topics available:

1. **Leadership and Management:** Mastering core leadership and management skills, including authentic leadership, performance management, and developing future leaders across multiple generations.
2. **Adaptability and Change Management:** Strategies for navigating industry transitions, promoting innovation, managing culture change, and fostering collaboration among a diverse workforce.
3. **Inspiring and Leading Teams:** Techniques for inspiring teams, promoting inclusivity, and driving motivation through effective leadership, delegation, and personal branding.
4. **Mentorship and Career Development:** Leveraging mentorship and sponsorship to advance your career and develop key relationships.
5. **Networking and Relationship Building:** Techniques for effective networking, developing key industry relationships, and building a strong professional presence.
6. **Innovation and Future Trends:** Exploring the future of the automotive industry, including AI, digitalization, and fostering innovation and creativity within teams.

If you have an idea for a professional development seminar that could interest the YPA, please send your pitch to events@aiaCanada.com for further discussion.

All seminars should focus on providing real value to the audience by offering guidance, mentorship, and coaching. They should be interactive and designed to help participants advance their careers, whether through learning new skills or gaining insights relevant to their professional growth. No sales pitches will be accepted. This is the perfect opportunity for your company to share valuable insights, establish thought leadership, and contribute to the Community and the industry's success.

We are dedicated to empowering the next generation of leaders, equipping them with the skills and knowledge to drive the industry forward.

Please note, there are limited opportunities available. Maple Leaf sponsors receive priority of selection until January 25, 2025, after which date each topic and opportunity remaining are made available on a first-come, first-served basis.

Seminar guest host - \$2,000

Seize the opportunity to engage with the next generation of management in the auto care industry by becoming a seminar guest host. As a host, you will have the chance to introduce yourself and your company, showcasing your expertise and what you bring to the industry. You will also play a key role in introducing the speaker for the seminar, facilitating a valuable learning experience for the attendees.

Please note, opportunities are limited. Maple Leaf sponsors receive priority of selection until January 25, 2025, after which date each topic and opportunity remaining are made available on a first-come, first-served basis.

Regional division events

Regional division events sponsorship opportunities may be available throughout the year, depending on the occurrence of specific division events. As each event will differ in type, audience, location, attendance, and language, these sponsorship opportunities will vary and will be set by AIA Canada as these events are announced. Be sure to watch for event promotions to learn about these opportunities as they arise.

Automotive Industries Association of Canada

The voice and resource that leads innovation in Canada's auto care industry.

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For AIA Canada sponsorship inquiries contact

Grace Moreland
Email: grace.moreland@aiaCanada.com



Canadian Auto Care Industry Conference



The Canadian Auto Care Industry Conference (CAIC) brings together the AIA Canada National Conference and CCIF Toronto for two-days of networking and learning about hot industry topics, trends, challenges, and the state of Canada's auto care sector.

Attendees can expect future-focused presentations by subject matter experts, unparalleled networking opportunities, a collision-focused vendor showcase, and more!

Join us on March 19 and 20, 2025 at the Delta Hotels by Marriott Toronto Airport & Conference Centre to connect with industry leaders and explore the future of auto care.

Wednesday, March 19, 2025

Industry-wide programming (AIA Canada National Conference): 7:30 a.m. to 4 p.m. EDT

Networking reception (AIA Canada National Conference and CCIF Toronto): 4 p.m. to 7 p.m. EDT

Thursday, March 20, 2025

Collision-focused programming (CCIF Toronto): 7:30 a.m. to 3 p.m. EDT

CCIF Vendor Showcase: 7:30 a.m. to 3 p.m. EDT

Please note, opportunities to sponsor the Canadian Auto Care Industry Conference are limited and available on a first-come, first-served basis.

Event day	Sponsorship	Price	Inclusions
March 19, 2025 (AIA Canada National Conference) Expected attendance 225	Breakfast 1 available Exclusive	\$2,000	<p>Logo recognition on digital signage in the breakfast area</p> <p>Logo recognition on the Canadian Auto Care Industry Conference event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) high-top bistro networking table* in the breakfast area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>
March 19, 2025 (AIA Canada National Conference) Expected attendance 225	Networking break 1 available Exclusive	\$2,500	<p>Logo recognition on digital signage in the networking break area</p> <p>Logo recognition on the Canadian Auto Care Industry Conference event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) high-top bistro networking table* in the networking break area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Event day	Sponsorship	Price	Inclusions
March 19, 2025 (AIA Canada National Conference) Expected attendance 225	Lunch 1 available Exclusive	\$3,000	<p>Logo recognition on digital signage in the lunch area</p> <p>Logo recognition on the Canadian Auto Care Industry Conference event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) complimentary event registration for the sponsored function date</p> <p>One (1) high-top bistro networking table* in the lunch area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>
March 19, 2025 (AIA Canada National Conference) Expected attendance 225	Concurrent session 3 available Exclusive Choose from: 1. Women in the auto care sector 2. Young professionals in the auto care sector 3. Market research and data	\$2,000	<p>Logo recognition on digital signage outside of the sponsored concurrent session room</p> <p>Logo recognition on the Canadian Auto Care Industry Conference event webpage</p> <p>Logo recognition in the digital event program</p> <p>Opportunity to introduce the session speaker</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Event day	Sponsorship	Price	Inclusions
March 20, 2025 (CCIF Toronto) Expected attendance 600	Breakfast 1 available Exclusive or co-sponsored	\$4,000	<p>Logo recognition on digital signage in the breakfast area</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) high-top bistro networking table* in the breakfast area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>
March 20, 2025 (CCIF Toronto) Expected attendance 600	Networking break 1 available Exclusive or co-sponsored	\$5,000	<p>Logo recognition on digital signage in the networking break area</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) high-top bistro networking table* in the networking break area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Event day	Sponsorship	Price	Inclusions
March 20, 2025 (CCIF Toronto) Expected attendance 600	Lunch 1 available Exclusive or co-sponsored	\$6,000	<p>Logo recognition on digital signage in the lunch area</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) complimentary event registration for the sponsored function date</p> <p>One (1) high-top bistro networking table* in the lunch area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>
March 20, 2025 (CCIF Toronto) Expected attendance 600	Concurrent session 3 available Exclusive Choose from: 1. Profitability 2. Human resources 3. Vehicle technology	\$2,000	<p>Logo recognition on digital signage outside of the sponsored concurrent session room</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Opportunity to introduce the session speaker</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Event day	Sponsorship	Price	Inclusions
March 19 AND 20, 2025 (AIA Canada National Conference and CCIF Toronto)	Lanyards Exclusive	\$5,000	<p>Two-color logo^{***} on one side of a polyester screen-printed lanyard worn by attendees for the full 2-day conference</p> <p>Logo recognition on the Canadian Auto Care Industry Conference and CCIF Toronto event webpage</p>
March 19, 2025 (AIA Canada National Conference and CCIF Toronto together) Expected attendance 500	Reception Exclusive	\$10,000 Optional add-on: Branded napkins ^{****} \$2,000	<p>Logo recognition on digital signage outside of the sponsored concurrent session room</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Opportunity to introduce the session speaker</p> <p>Opportunity to place marketing collateral^{**} in the shared location for company literature on the sponsored date</p>

Custom activations

Limited availability

**March 19 AND/OR 20, 2025
(AIA Canada National Conference
AND/OR CCIF Toronto)**

AIA Canada and CCIF are here to bring your custom activations to life at the Canadian Auto Care Industry Conference. Contact the AIA Canada Events team at events@aiacanada.com to ideate on activations that will best meet your goals.

**Sponsors are permitted to bring up to two (2) pull-up banners to set-up beside the high-top bistro networking table. Sponsors are also permitted to add marketing collateral to their table. Sponsors are responsible for design, print production, shipping, and set-up. All items must be removed by the sponsors following the sponsored function.*

***Sponsors are responsible for design, print production, and shipping. All materials must be shipped directly to the venue to the attention of AIA Canada Events. AIA Canada Events is responsible for setting up the materials.*

****A two-color logo is included in the sponsor fee. Additional fees will apply per additional color required. Choice of white or black lanyard. AIA Canada Events is responsible production.*

*****Optional add-on fee includes logo placement/brand exposure on one side of a 4.75"x4.75" white cocktail napkin. Cocktail napkins will be handed out at every bar, food station, and/or passed hors d'oeuvres. AIA Canada is responsible for production.*

******E-mails will be sent approximately 1 week and 2 days prior to the start of the conference. E-mails will be sent to all registered participants with important event details.*

For Canadian Auto Care Industry Conference sponsorship inquiries contact:

Grace Moreland

Email: grace.moreland@aiacanada.com

About the Canadian Collision Industry Forum



The Canadian Collision Industry Forum (CCIF) brings together all of Canada's collision sector stakeholders—collision repairers, suppliers, insurers, associations, original equipment manufacturers and educators—to network, learn and share about industry trends and challenges.

Why sponsor CCIF

The CCIF sponsorship is an unparalleled avenue that allows companies to strategically focus their efforts on the Canadian collision industry and its dedicated workforce.

Our events serve as a platform for bringing together industry leaders, decision-makers and businesses in the collision sector and creating the space for sharing and learning topics about industry issues and emerging trends.

Being a corporate sponsor with CCIF demonstrates your commitment to the industry and becoming an advocate for advancement. CCIF corporate sponsors may receive widespread brand recognition and thought leadership opportunities to solidify their stance as strong influential leaders within the Canadian collision sector.

Your sponsorship will play a key part in CCIF's mission to offer industry exclusive events and opportunities for networking, learning, and sharing observed industry trends and challenges.

There are numerous corporate sponsor opportunities available, which can suit individual needs and budgets. Sponsors are eligible for Diamond, Platinum, Gold, or Silver sponsorship packages for the calendar year, with additional à la carte options available for CCIF Toronto only.

Annual sponsorship packages

Our tiered sponsorship packages offer a broad range of options to suit every objective and budget. For full details, turn to page twenty three to see the benefits grid.

Diamond package

Our premium Diamond package offers an exclusive suite of opportunities for ambitious companies and leaders who want to make a significant impact on Canada's collision sector. Diamond package sponsors gain premier visibility with logo recognition across CCIF platforms, a 30-second commercial during plenary sessions, and a chance to introduce a plenary speaker at CCIF conferences. This package also includes hosting a webinar, early access to industry research, and the ability to share thought leadership content on the CCIF blog, solidifying your position as a leader in the industry. The Diamond package is designed for Canadian businesses that want to lead.

Platinum package

The Platinum package is designed for companies who want to increase their brand presence and form strong connections within Canada's collision sector. Platinum sponsors receive brand recognition on all digital platforms and during CCIF conferences, and the opportunity to publish sponsored content and host webinars to increase brand awareness and thought leadership. Being a Platinum sponsor will make Canadian companies robust and authoritative thought leaders.

Gold package

Our Gold sponsor package is for companies in Canada's collision sector that want to make an impression and develop their brand. Being a Gold sponsor presents companies with a shared location for company resources and literature at all CCIF conferences and brand recognition across all channels. This package also offers opportunities for sponsored thought leadership on the CCIF blog and preferential pricing for the Canadian Auto Care Industry Conference's CCIF Vendor Showcase, helping you establish a strong brand identity. The Gold sponsor package is designed for Canadian businesses that wish to increase their brand presence and thought leadership.

Silver package

The Silver sponsorship package provides businesses with numerous branding opportunities, such as brand recognition across digital channels, company logo on the CCIF and AIA Canada website, and digitally at CCIF conferences. The Silver sponsorship package also allows businesses to have a shared location for company literature at CCIF conferences. The Silver package is designed for companies looking to make their presence known in the Canadian collision industry.

Annual sponsorship package benefits

	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
CCIF conference opportunities				
Opportunity to introduce plenary speaker/session at CCIF conferences	✓			
30-second, sponsor-provided video commercial during a plenary session at all CCIF conferences	✓			
Social media shoutouts on LinkedIn (per CCIF conference)	3 posts	2 posts	1 post	
Shared location for company literature (brochures, catalogues, magazines, swag, etc.) at all CCIF conferences (sponsor provides/ships)	✓	✓	✓	✓
Logo recognition on distinctive signage (print and/or digital) at CCIF conferences	✓	✓	✓	✓
Preferential pricing for the 2025 Canadian Auto Care Industry Conference's CCIF Vendor Showcase taking place on March 20, 2025.*	✓	✓	✓	✓
<i>*This benefit is only available to companies who have signed and returned a 2025 CCIF sponsorship contract prior to January 25, 2025. The sponsor companies must also apply to be a vendor at the vendor showcase by January 25, 2025</i>				

	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
Marketing opportunities				
Logo on the aiacanada.com CCIF event pages (where appropriate)	✓	✓		
Logo on the ccif.ca event pages (where appropriate)	✓	✓		
Host one webinar (live or pre-recorded, content subject to AIA Canada approval)	✓	✓		
Logo recognition in CCIF event e-communications	✓	✓		
Opportunity for sponsored thought leadership content on CCIF's blog (article focused on delivering value to CCIF's audiences and will be created with advice from AIA Canada)	3 articles	2 articles	1 article	
Logo recognition on CCIF website with hyperlink	✓	✓	✓	✓
AIA Canada related benefits				
Early access to AIA Canada collision and auto care sector wide research data	✓	✓		
Logo recognition on AIA Canada's sponsors page with hyperlink	✓	✓	✓	✓

Canadian Collision Industry Forum

Paving the road to success for Canada's collision sector

The Canadian Collision Industry Forum (CCIF) is a program of the Automotive Industries Association of Canada (AIA Canada). It offers Canada's collision sector—collision repairers, suppliers, insurers, associations, to original equipment manufacturers and educators—exclusive opportunities to discuss and share industry trends and challenges.

Automotive Industries Association of Canada

The voice and resource that leads innovation in Canada's auto care industry.

AIA Canada is the voice and resource that leads innovation in Canada's \$37.8 billion auto care sector. With thousands of members from coast to coast, our vision, research, training programs supports Canada's collision and mechanical sectors.

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For CCIF sponsorship inquiries contact
Canadian Collision Industry Forum team
Email: info@ccif.ca or cainfo@ccif.ca



