



Leave your mark,
make the **success**
of the aftermarket
your **business**

2019
Sponsorship



The Shocking Speed of Disruption



New technologies and constant disruption can be difficult for any industry to navigate. **This is why AIA Canada is even more relevant today than years gone by.**

Informing our members of new trends and technologies, ensuring access to vehicle data, providing tools to assist with human resource needs and labour shortages, keeping an eye on new regulations and revised legislation are some of the important roles that make AIA Canada vital to the industry.

AIA Canada continues to be there for your business as new technologies change the face of the aftermarket once again. Learn to embrace innovation with our knowledge sharing events and stay ahead with our industry research.

Ensuring that the aftermarket stays up to speed to meet the demands of today and tomorrow is why your commitment as a sponsor is important.

Sign up to become a Maple Leaf Sponsor today!



Maple Leaf Sponsorship at a Glance **Recognition at major events and conferences**

- Recognition as a Maple Leaf Sponsor on distinctive signage at all events and conferences, both in print and/or digital.



Thought leadership and knowledge sharing

- First glance of knowledge products (research, publications, white papers, etc.).
- Access to our thought leadership webinars.

Advocacy

- One-on-one advocacy consulting sessions on key topics.

Preferred invitations and registrations

- Invitation(s) to C-Suite dinners and/or executive roundtables.*
- Invitations to all AIA Canada's events (two [2] tickets per event).

Digital advertising opportunities

- Logo recognition on AIA Canada's website – sponsors page with click-through.
- Logo recognition on e-communications where sponsors are identified.
- Member directory listing enhancement with logo.
- Logo on the AIA Canada's website home page.

*Subject to approval



2019 Sponsorship Packages

Maple Leaf Sponsorship

\$25,000

- Sponsorship of all events and bonus recognition, as per Maple Leaf Sponsor Page, including Canada Night (5 host badges)
-

Gold Sponsorship

\$20,000

- Sponsorship of all events, including Canada Night (3 host badges)
-

Silver Sponsorship

\$16,000

- Knowledge Exchange Series (2 Events)
 - Women's Leadership Conference - presented by AIA Canada and U.S. Auto Care Association
 - Canada Night
 - Quebec Grand Forum
-

Bronze Sponsorship

\$10,000

- Knowledge Exchange Series (2 Events)
- Student Aftermarket Day
- Quebec Grand Forum

Event sponsorship opportunities are also available on a per event basis (see individual pricing).



Event Sponsorship

Sponsoring AIA Canada events is an investment that elevates your brand and provides an invaluable opportunity to contribute to the discussion of our sector's top issues and priorities.

Sponsors receive:

- Free attendance to AIA Canada events for two (2) people - your staff or customers (excluding Canada Night).
- Sponsor logo displayed throughout the event, both in print and/or digital.

Knowledge Exchange Series (2 Events)

\$4,000 per event

With the rise of autonomous and connected vehicles, automotive service providers are faced with disruption that will impact their businesses and customer relationships now and in the future. Be in the know with our selected subject matter experts at our knowledge exchange series, designed to equip automotive service providers (ASPs) with the knowledge to move their business forward in an industry where disruption is unavoidable.

Quebec Grand Forum

\$2,500

An annual event dedicated to the aftermarket stakeholders in Quebec. This anticipated event focuses on important topics like: refining the image of the aftermarket, identifying solutions to labour shortages, and understanding current vehicle technologies.

Young Professionals in the Aftermarket (YPA)

\$4,000

The Young Professionals in the Aftermarket (formerly known as the Young Executive Society) provides opportunities for young professionals to meet and network with others in the automotive aftermarket industry through events and meetings.

By supporting YPA, sponsors are recognized as businesses that believe in building tomorrow's industry leaders and decision makers to ensure the future growth and prosperity of the aftermarket.

2019 AIA Canada Events

Women's Leadership Conference

(Presented by AIA Canada & U.S. Auto Care Association)

\$5,000

AIA Canada will join Women in Auto Care, a community of the U.S. Auto Care Association, for its second annual leadership conference created for women in the automotive aftermarket. This two day event brings women from across Canada and the United States together to empower, inspire and learn from each other. Investing in the advancement and development of women's careers in the industry is a smart business decision and this conference provides networking opportunities to help women in the industry raise their profile by creating meaningful professional connections.

Aftermarket Student Day

\$2,500

This one-day conference is a great venue to promote career opportunities to students in unique automotive programs that include aftermarket courses. Network with up-and-coming professionals in the industry and take your business to the next level with refreshing insights from young minds.

Additional Sponsor Benefits

- Booth space;
- Door prize and company information to attendees; and,
- Speaker, panel moderator or panel member participation where appropriate.

Canada Night

\$2,000 member/\$2,500 non-member

One of the most anticipated evenings of the year. Tickets to Canada Night during Industry Week in Las Vegas are a sought-after commodity! Being held at Caesars Palace on October 29th, this event is the perfect opportunity for the Canadian aftermarket to network with their peers, build relationships with potential customers and demonstrate their appreciation to their current customers.

Additional Sponsor Benefits

- Up to three (3) host badges; Maple Leaf Sponsors - up to five (5) host badges.
- Sponsor logo on display; and,
- Sponsor acknowledgment in the Canada Night invitation.



\$4,000

Designed to provide knowledge from all segments of the automotive aftermarket industry, AIA's Be Car Care Aware (BCCA) is a consumer education program promoting the benefits of regular vehicle care, maintenance and repair. Individuals and businesses representing all levels of the automotive aftermarket industry are encouraged to sponsor the program. Your financial support will present your company with many brand marketing opportunities including (but not limited to) involvement in the two annual campaigns (May - Car Care Month and October - Car Safety Month), customization options for program materials, media exposure, visible recognition on the program website, etc.

BCCA Sponsorship Benefits

- BCCA logo use for branding;
- Logo placement on BCCA home page recognition scroll with link to company website;
- Logo placement opportunities on BCCA trade press ads; and
- Content contribution for BCCA articles, car care tips, social media, with company-specific recognition as subject matter experts.

Don't miss out!

October - Car Safety Month

Every October is Car Safety Month when the industry works together to help Canadian car owners prepare for winter driving.

Preparing ahead of time before the temperature drops can ensure small problems are fixed and wear and tear from long summer drives are resolved. By teaching Canadians about pre-winter inspection and maintenance needs, we can help to keep them safer on the road, avoid collisions, and prevent them being stranded in harsh winter conditions.

Be Car Care Aware promotes car safety by writing articles on maintenance needs, sharing car care tips on Twitter and Facebook, and working with like-minded organizations to encourage Canadians to have their cars inspected, promoting the use of winter tires and helping members like you to share the car care message with your friends.

WHY DID MY CAR'S BATTERY DIE?

- HEADLIGHTS**
The most common cause of a dead battery is leaving your lights on all night long.
- INTERIOR LIGHTS**
An interior light that doesn't shut off due to a faulty door latch or trunk latch.
- FAULTY ALTERNATOR**
An alternator generates an electrical current to recharge the battery as it runs. A faulty alternator may not be able to charge the battery's reserves.
- OTHER REASONS**
Poorly installed car accessories such as a stereo system, subwoofer, or car alarm can act as a load on the battery, draining power through a short circuit.

Be Car Care Aware
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#beccaraware



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