

REACH FOR THE

Stars

2012



Sponsorship
Program

IS YOUR COMPANY READY TO REACH FOR THE STARS?

Companies know that sponsorship is a vital component to any effective marketing strategy — it provides your company brand recognition with your customers!

Sponsoring events such as the AIA Forums, Canada Night and the Canadian Collision Repair Night allows for your company to target different audiences to ensure your business “**shines**” in addition to building relations with new and existing customers.

Have you also thought of your AIA Sponsorship as the perfect opportunity to reach out to future **stars** of your organization? Showing that your company is committed to the aftermarket industry and supporting events such as the Student Aftermarket Day or the Young Executive Society Leadership Conference and Workshop also shows that you are a company willing to invest in people and help employees achieve their hopes and goals. In today's competitive workplace, that will make a difference!

The AIA 2012 Marketing Program can help you! With events designed to reach all segments of the aftermarket industry, sponsoring companies will “**eclipse**” their competitors by being an industry leader and showing their commitment to the AIA brand and the automotive industry in Canada.



ELITE SPONSORSHIP PROFILE ACTIVITIES

AIA Canada is pleased to offer the following bonus opportunities, free of charge, to companies who make an extensive sponsorship commitment to the Association by meeting or exceeding a total sponsorship value of \$30,000:



- Sponsor name and logo on all Market Research reports and studies.
- Sponsor logo featured in every AIA eNewsletter “The Resource” linked to your company website.
- Sponsor name and logo in introductory section of AIA Canada's Membership Directory (PDF) and sponsor logo with the member listing in the directory.
- Sponsor logo on the Sponsorship section of the AIA Canada website with a brief company description (200 words maximum) linked to your company website.
- Sponsor logo in AIA's Annual Report.
- Special sponsorship recognition advertisement in trade press magazines.

ENSURE YOUR
COMPANY'S STARS
ARE ALIGNED TO
MEET THE FUTURE
DEMANDS OF
CANADA'S
AUTOMOTIVE
AFTERMARKET
INDUSTRY

AIA 70TH ANNIVERSARY GALA

The **Stars** will be shining brightly on November 23rd in Toronto at the AIA Gala Event celebrating AIA Canada's 70th Anniversary. This not-to-be-missed event will be the "toast of the aftermarket industry" where aftermarketers can join together to celebrate all the **bright** points that sponsors have helped the association achieve over the last 70 years! Get ready to be **dazzled** at this special evening of great food, networking and entertainment.

EXCLUSIVE SPONSOR BENEFITS

- ★ Reserved table for 10 people.
- ★ 2 Valet Parking Vouchers.
- ★ Recognition in Gala Anniversary Program.
- ★ Company recognition/signage at the Gala Event.
- ★ Sponsors of Package A will receive priority seating.

SPONSORSHIP INVESTMENT: \$10,000

AUTOMOTIVE AFTERMARKET FORUMS

(ONTARIO, QUEBEC & WESTERN CANADA)

The **launchpad** for industry profitability is a vibrant shop community. Shops that are run as effective, profitable businesses benefit the entire aftermarket industry. The Automotive Aftermarket Forums are focused on providing practical, implementable tools and take aways on key shop management issues.

Forums are a valuable resource for aftermarketers at every level with information and ideas **radiating** from workshop sessions. Industry leaders and professional speakers offer sessions that focus on developing key business management skills that complement technical skills already acquired.

EXCLUSIVE SPONSOR BENEFITS

- ★ Sponsor featured in on-site Forum at a Glance program.
- ★ Sponsor one-page promotional piece inserted into forum welcome kits.

SPONSORSHIP INVESTMENT: \$5,000 PER FORUM

SPONSORSHIP BENEFITS

All events offer the following sponsorship benefits, unless otherwise stated:

- ★ Sponsor logo/link on event webpage.
- ★ Two (2) complimentary registrations for the conference/event.
- ★ Sponsor logo featured in conference/event brochure and registration form.
- ★ Sponsorship signage prominently displayed at event (registration desk, coffee break area).
- ★ Sponsor logo on event banner.
- ★ Sponsorship recognition in scripts at the event.
- ★ Sponsor logos in PowerPoint presentation as attendees are entering and exiting.
- ★ Tent cards featuring all sponsor logos on all meal tables.

YOUNG EXECUTIVE SOCIETY (YES) LEADERSHIP CONFERENCE

The YES Leadership Conference provides maximum value for participants to meet the needs of **rising** young executive **stars** in the automotive aftermarket and ensuring they are at the forefront of trends and new initiatives. By sponsoring this unique event of networking, education and professional development, you will be ensuring that future leaders are provided an excellent opportunity to **gravitate** together to learn as well as to build relationships.

SPONSORSHIP INVESTMENT: \$1,500

YOUNG EXECUTIVE SOCIETY (YES) COMMITTEE WORKSHOP

The YES Committee is mandated to facilitate the development of young executives in the aftermarket industry. Every year, the Committee hosts a management workshop featuring hands-on practical learning on topics such as financial/budgeting, strategic planning, marketing and human resources. These workshops provide young executives with the tools they will need to **navigate** through new **frontiers** and to ensure their career paths remain on course. Participants of five workshops will receive a completion certificate issued by the YES Committee.

Sponsorship of the workshop demonstrates your company's commitment to your employees. Your company will remain **light years** ahead of the competition with your company being at the forefront of every attendee's workshop experience, ensuring you are remembered long after the event for your strong support of future leaders in the automotive aftermarket industry.

SPONSORSHIP INVESTMENT: \$1,000

CANADA NIGHT

Canada Night is known as the “**hot spot**” to be for Canadian suppliers and their customers during Industry Week in Las Vegas. Close to 1000 aftermarketers attend this annual event. In 2012, Canada Night will be held at Caesars Palace in Las Vegas on Tuesday, October 30th. It is a superb opportunity for Canadian suppliers to network with existing and potential new customers.

EXCLUSIVE SPONSOR BENEFITS

- ✦ Three (3) host badges.
- ✦ Large sponsor banner on display during Canada Night.
- ✦ Sponsor acknowledgement in the Canada Night invitation.
- ✦ Complimentary invitations sent on behalf of all sponsors to your customers.

SPONSORSHIP INVESTMENT: \$1,500



***PLEASE NOTE THAT CANADA NIGHT IS NOT INCLUDED IN ANY 2012 SPONSORSHIP PACKAGES.**

CANADIAN COLLISION REPAIR NIGHT

This **five star** event takes place during the International Autobody Congress & Exposition (NACE) that is held annually in the Fall. Hosted by the collision repair industry for Canadians attending NACE, this event offers great value to Canadian exhibitors and attendees alike providing the perfect venue to network with “who’s who” in the collision repair industry.

EXCLUSIVE SPONSOR BENEFITS

- ✦ Twelve (12) invitations for your customers.
- ✦ Sponsor logo displayed electronically in dynamic PowerPoint presentation at the reception.
- ✦ Sponsor acknowledgement in the invitation.
- ✦ Complimentary invitations sent on behalf of all sponsors to your customers.

SPONSORSHIP INVESTMENT:

1st PACKAGE:

\$2,100

2nd PACKAGE OR MORE:

\$1,700

AFTERMARKET STUDENT CONFERENCE

Promoting aftermarket career opportunities and the industry to youth in Canada is of utmost importance to ensure the aftermarket industry remains vibrant and that the aftermarket doesn't get **eclipsed** by other industries in terms of recruitment. The Canadian Automotive Institute (CAI) at Georgian College offers a unique program for automotive students, including aftermarket courses. Join students from sales, marketing and other related programs for a one-day conference that provides a great opportunity to discuss the aftermarket as well as network with potential new employees.

EXCLUSIVE SPONSOR BENEFITS

- ✦ Booth space (number of booths available will be dependent on location of conference).
- ✦ Option to provide door prize and company information.
- ✦ Opportunity to participate in the event as a speaker, panel moderator or panel participant.

SPONSORSHIP INVESTMENT: \$1,500

I-CAR TRAINING CONFERENCE

I-CAR is the leader in the collision training industry. In 2012, I-CAR will be offering a national training event for the collision repair industry. Collision shop technicians and owners, insurance staff and collision sector suppliers will once again have the opportunity to participate in “**stellar**” collision training courses. As a sponsor of this event, your company will have the chance to reach out to hundreds of technicians, shops and service partners in the collision repair industry.

SPONSORSHIP INVESTMENT: \$2,500



www.becarcareaware.ca

The **Be Car Care Aware** consumer education campaign, **launched** in Canada in 2004, was developed to educate consumers about the benefits of regular vehicle maintenance and repair. Reversing underperformed maintenance will increase profitability in the aftermarket, conserve energy, improve highway safety and benefit the environment.

The campaign is built around three key message areas: safety, the environment and protecting your vehicle investment. It is designed to represent and engage all segments of the aftermarket industry.

According to the DesRosiers Automotive Consultants Light Vehicle Study, close to 10% of the Canadian driving population are aware of the Be Car Care Aware Program and this number keeps growing! With an average of over 20,000 unique visitors per month, the Be Car Care Aware website exposure has grown in value.

Industry support is a key component for the Be Car Care Aware program to remain effective and to continue to educate consumers on the benefits of regular vehicle care, maintenance and repair.

Consumer awareness of the Be Car Care Aware program continues to grow and, with the support of our sponsors, will benefit industry and consumers everywhere.

SPONSORSHIP BENEFITS:


- ★ Participation on the Be Car Care Aware Advisory Committee.
- ★ Your shops listed on the shop finder feature of the Be Car Care Aware website (if applicable).
- ★ Use of the Be Car Care Aware logo and messaging on all your organization's marketing material.
- ★ Your company logo appears in Be Car Care Aware trade press advertising.
- ★ First right-of-refusal and preferred advertising rates with strategic media partners.
- ★ Significant discount rate for Point-of-Sale materials.
- ★ Looped sponsor logo on the Be Car Care Aware website.
- ★ Opportunity to submit subject matter/content for downloadable Car Care Articles.
- ★ Opportunity to submit products for contest winners (with proper recognition on the Be Car Care Aware website and newsletters).
- ★ Opportunity to provide "giveaways" at consumer shows and car check events.

SPONSORSHIP INVESTMENT: \$5,000

For more information about AIA Canada's Sponsorship Program, contact:
Heather Burns
Senior Coordinator - Operations & Membership
800.808.2920 ext 260
heather.burns@aiacanada.com

SHOW YOUR
SUPPORT FOR THE
AFTERMARKET

AIA Canada sponsorship provides you with excellent **VALUE** for **YOUR** marketing dollars.

	PACKAGE A (BEST VALUE!!)	\$30,000
	(value: \$34,000)	
•	Automotive Aftermarket Forums	\$15,000
	(3 @ \$5,000 each)	
•	70th Anniversary Gala.....	\$10,000
•	Be Car Care Aware Program	\$5,000
•	Young Executive Society (YES) Conference.....	\$1,500
•	Aftermarket Student Conference	\$1,500
•	Young Executive Society (YES) Workshop.....	\$1,000

"PACKAGE A" BONUS VALUE

- ★ \$4,000 in overall savings.
- ★ Over \$7,000 in ticket value including a table for 10 at the star-studded 70th Anniversary Gala.
- ★ Corporate logos on all AIA Market Research reports, AIA Annual Report, website and newsletter.
- ★ Special sponsor recognition advertisement in trade press magazines.

PACKAGE B **\$27,500** (value: \$31,000)

- Automotive Aftermarket Forums.....\$15,000
(3 @ \$5,000 each)
- 70th Anniversary Gala.....\$10,000
- Be Car Care Aware Program\$5,000
- Young Executive Society (YES) Workshop.....\$1,000

PACKAGE C **\$25,000** (value: \$29,000)

- Automotive Aftermarket Forums.....\$15,000
(3 @ \$5,000 each)
- 70th Anniversary Gala.....\$10,000
- Young Executive Society (YES) Conference.....\$1,500
- Aftermarket Student Conference\$1,500
- Young Executive Society (YES) Workshop.....\$1,000

PACKAGE D **\$21,500** (value: 24,000)

- Automotive Aftermarket Forums.....\$15,000
(3 @ \$5,000 each)
- Be Car Care Aware Program\$5,000
- Young Executive Society (YES) Conference.....\$1,500
- Aftermarket Student Conference\$1,500
- Young Executive Society (YES) Workshop.....\$1,000

PACKAGE E **\$15,000** (value: \$17,500)

- Choice of 2 Forums\$10,000
(Ontario, Quebec or Western Canada: 2 @ \$5,000 each)
- Be Car Care Aware Program\$5,000
- Aftermarket Student Conference\$1,500
- Young Executive Society (YES) Workshop.....\$1,000

* PLEASE NOTE THAT CANADA NIGHT IS NOT INCLUDED IN ANY 2012 SPONSORSHIP PACKAGES.



2012 AIA Canada Sponsorship Program Contract

Automotive Industries Association of Canada, 1272 Wellington Street West, Ottawa, ON K1Y 3A7 Tel: (800) 808-2920 Fax: (613) 728-6021 Email: info.aia@aiacanada.com



Please read carefully

- Please type or print information
- Please remember to sign and date contract.
- Carefully read disclaimer on reverse.
- Please return original signed contract to AIA.

CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

A. Marketing Opportunities

Please select the events/activities that you would like to sponsor.

PACKAGES (see 2012 Sponsorship Program brochure for package details)

- Package A (\$30,000)
- Package B (\$27,500)
- Package C (\$25,000)
- Package D (\$21,500)
- Package E (\$15,000)

INDIVIDUAL EVENTS

- AIA Canada 70th Anniversary Gala (\$10,000)
- Be Car Care Aware (\$5,000)
- Automotive Aftermarket Forum (Western Canada) (\$5,000)
- Automotive Aftermarket Forum (Ontario) (\$5,000)
- Automotive Aftermarket Forum (Quebec) (\$5,000)
- I-CAR Training Conference (\$2,500)
- Canadian Collision Repair Night (1st package) (\$2,100)
- Canadian Collision Repair Night (2nd or more) (\$1,700)
- Canada Night (\$1,500)
- Aftermarket Student Conference (\$1,500)
- YES Conference (\$1,500)
- YES Workshop (\$1,000)

INVOICE

I would like the Sponsorship invoiced in the following manner:

- 1 payment of total sponsorship amount (payable January 31, 2012)
- 2 equal payments of total sponsorship amount (payable January 31, 2012 and July 1, 2012)
- 4 equal payments of total sponsorship amount (payable January 31, April 1, July 1 and October 1, 2012)

PAYMENT

I would like to pay for the Sponsorship in the following manner:

- Visa Amex Mastercard
- Cheque (made payable to AIA Canada)

Card # _____

Expiration _____

Signature _____

IN WITNESS OF THE FOREGOING, the parties have caused the Agreement to be signed by an authorized representative as of the Effective Date set forth below.

Signature: _____

Signature of AIA Representative: _____

Date: _____

For office use only		
Invoice #: _____	Amount: _____	Date: _____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total: = \$ _____

Warranty Disclaimer

Neither party makes any representation or warranty express or implied with respect to any matter whatsoever, including without limitation, network failures, third-party difficulties, web hosting address failures, services provided hereunder, or any output or results thereof and each party specifically disclaims any implied warranty of merchantability or fitness for a particular purpose.

Limitation of Liability

Company's sole remedy and AIA's total liability arising out of this Agreement or the services provided hereunder, whether based on contract, tort or otherwise, shall not exceed said fees paid/payable to AIA. Company recognizes that fees hereunder are based in part on the Warranty Disclaimer, limitation of liability and exclusion of damage contained in this agreement.

Exclusion of Damages

In no event shall either party be liable to the other party for special, indirect, incidental, or consequential damages, arising out of, but not limited to, loss of data, loss of use, or loss of profits arising hereunder or from the provision of services, the foregoing limitations shall not apply to indemnification or intentional misconduct.

Term and Termination

This Agreement shall be for the calendar year 2012.

Miscellaneous

- ◆ Nothing in this Agreement shall be deemed to create a partnership or joint venture between the parties and neither Company nor AIA shall hold itself out as the agent of the other.
- ◆ Neither party shall be liable to the other for delays or failures in performance resulting from causes beyond the reasonable control of that party.
- ◆ Any notice required or permitted to be given by either party under this Agreement shall be in writing.
- ◆ Failure by either party to enforce any provision of this Agreement shall not be deemed a waiver of future enforcement of that or any other provision.
- ◆ Any waiver, amendment or other modification of any provision of this Agreement shall be effective only if in writing and signed by the parties.
- ◆ This Agreement shall be interpreted under the laws of the Province of Ontario, Canada.
- ◆ This Agreement shall be binding on successors and assigns.
- ◆ This Agreement, including all attachments that are incorporated herein by reference, constitutes the entire agreement between the parties with respect to the subject matter hereof, and supersedes and replaces all prior and contemporaneous understandings or agreements, written or oral, regarding such subject matter.

