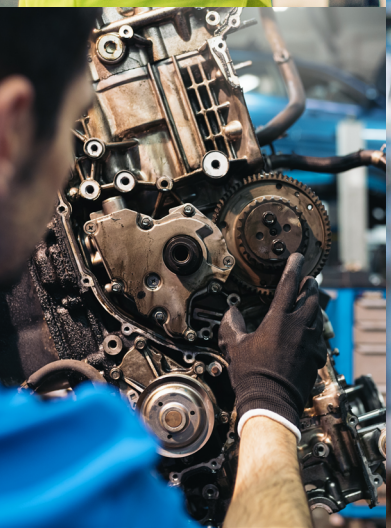





AIA
Canada

Sponsorship prospectus
2023



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 more than 4,000 members across the country, 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



12,000 + followers on LinkedIn, Twitter, Facebook and YouTube



2,900 + subscribers to AIA Canada's e-communications



550 + attendees at the exclusive Canada Night



120,000 + page visits to the AIA Canada website in 2021

Why sponsor with AIA Canada

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

AIA Canada offers a suite of sponsorship options that will get you in the room with the key decision makers of Canada's aftermarket industry and gets 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 automotive aftermarket 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

October 31, 2023

Canada Night has been the highlight of the automotive aftermarket social calendar, and tickets are a hot commodity! Hosted at the Venetian® Resort in Las Vegas, Canada Night is an exceptional opportunity for Canadian suppliers to build and maintain strong relationships with new and existing customers. With over 550 people from across the automotive aftermarket industry in attendance, it is a night filled with great food, drinks and Canadian camaraderie.

Student Aftermarket Day

October or November 2023, Barrie, ON

The Student Aftermarket Day brings together the aftermarket industry with the next generation of aftermarket professionals. Organized by the AIA Canada's Young Professionals in the Aftermarket (YPA) Committee 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.

For 2023, Student Aftermarket Day sponsors will have the opportunity to participate in an additional Student Aftermarket Day with Southern Alberta Institute of Technology.

AIA Canada Annual Conference

April 25-26, 2023, Toronto, ON

Join us at the AIA Canada Annual Conference in Toronto, where the Canadian aftermarket will reunite to connect, collaborate and learn.

Event activities will include:

- Opening reception with a keynote speaker (Tuesday)
- Councils and Committee meetings (Tuesday)
- Women in the Aftermarket Leadership Forum (Wednesday)
- Knowledge exchange (Wednesday)



Young Professionals in the Aftermarket (YPA) Committee activities

The Young Professionals in the Aftermarket Committee provides opportunities for young professionals under the age of 45 to meet and network with others in the automotive aftermarket industry. By supporting the YPA Committee, 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.

2023 YPA Committee activities will include:

- Committee's Annual Meeting in April
- Professional development session with speakers
- Student Aftermarket Day planning
- YPA Networking Reception
- Attending career fairs on behalf of AIA Canada

AIA Canada web series

Our web series gives sector professionals a forum to talk about the issues important to the Canadian auto care industry with the people who make things happen.

AIA Canada research

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

Research at AIA Canada is based on four key areas: the economy, consumers, policy and innovation. Through our research initiatives, we provide valuable and functional information to help support aftermarket business development and growth. Research projects are supported by aftermarket and other stakeholders' communities of practice, and participants are engaged through various efforts, including, project design, data collection (i.e. surveys, focus groups), and project evaluation. Our research projects are created for the industry and are supported and validated by the industry.

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 seven to see the benefits grid.

Maple leaf package - \$32,000

Our premium Maple Leaf Package offers an unparalleled suite of opportunities for ambitious companies and leaders who want to make an indelible mark on Canada's automotive aftermarket industry. Get priority access to AIA Canada's advocacy and consulting sessions, enjoy exclusive speaking opportunities at AIA Canada events, six Canada Night tickets, and get high-profile, sweeping brand recognition across all channels and on all occasions. 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 automotive aftermarket industry leaders. Get a seat at C-Suite, invite-only executive dinners and round tables, along with invitations to all of AIA Canada's paid events, excluding Canada Night and Canadian Collision Industry Forum (CCIF). Be recognized as an AIA Canada research sponsor and get exhibit booths at most association events. Make a powerful impression with the Gold package.

Sponsor benefits

	Maple Leaf \$32,000	Gold \$22,000
Marketing opportunities		
Logo recognition on distinctive signage at all events and conferences, sized to sponsorship level	✓	✓
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	✓	
Logo recognition on AIA Canada's sponsors page with impressions report at the end of the calendar year.	✓	✓
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 dinners and/or executive round tables (i.e.: the Annual Conference)	✓	✓
Invitations to all AIA Canada paid events excluding Canada Night and Canadian Collision Industry Forum (CCIF)	2 tickets	2 tickets

AIA Canada program recognition

Maple Leaf
\$32,000

Gold
\$22,000

AIA Canada Annual Conference (Limited availability)

AIA Canada industry reception speaking opportunity



Opportunity to introduce a keynote speaker at the
AIA Canada Industry Reception



Women in the Aftermarket Leadership Forum
Speaking Opportunity



Canada Night

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



Student Aftermarket Day

Speaking opportunity



Table top/exhibit booth
(where applicable)



	Maple Leaf \$32,000	Gold \$22,000
Young Professionals in the Aftermarket Committee activities		
Speaking opportunities	✓	
Logo recognition during the YPA virtual meetings and professional development seminars	✓	✓
Research initiatives		
Preview of new publications two weeks ahead of time from the public release	✓	✓
Logo recognition on the AIA Canada's research webpage with impressions report at the end of the calendar year	✓	✓
Logo recognition on research webinars	✓	✓
Web series		
Logo recognition on the web series video	✓	
Logo recognition on the web series webpage	✓	

À la carte

Research initiatives - \$10,000

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

Research at AIA Canada is based on four key areas: the economy, consumers, policy and innovation. Through our research initiatives, we provide valuable and functional information to help support aftermarket business development and growth. Research projects are supported by aftermarket and other stakeholders' communities of practice, and participants are engaged through various efforts, including, project design, data collection (i.e. surveys, focus groups), and project evaluation. Our research projects are created for the industry and are supported and validated by the industry.

As a sponsor of the of the 2023 calendar year research initiatives, you will receive:

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

Web series - \$7,500

Our web series gives sector professionals a forum to talk about the issues important to the Canadian auto care industry with the people who make things happen.

As a sponsor of the 2023 calendar year web series, you will receive:

- Logo recognition on the web series video.
- Logo recognition on the web series webpage.

Questions?

For sponsorship inquiries contact

Grace Moreland

Email: grace.moreland@aiacanada.com



**Automotive Industries
Association of Canada**
The voice and resource that leads
innovation in Canada's auto care industry.
180 Elgin St, Suite 1400
Ottawa, Ontario | K2P 2K3
613-728-5821

aiacanada.com