



## Sponsorship prospectus 2024



# 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



**13,500 +** followers on LinkedIn, Twitter, Facebook and YouTube



**12,500 +** subscribers to AIA Canada's e-communications



**550 +** attendees at the exclusive Canada Night in 2022



**135,000 +** page visits to the AIA Canada website in 2022

# Why sponsor with AIA Canada

If you sell to companies operating in Canada's auto care sector, or if you 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 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 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

**November 5, 2024**

Canada Night has been the highlight of the auto care 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 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.

For 2024, Student Aftermarket Day sponsors will have the opportunity to participate in an additional activities with Southern Alberta Institute of Technology.

## AIA Canada National Conference

**April 23-24, 2024, Toronto, ON**

Join us at the AIA Canada National Conference in Toronto, where the Canadian auto care sector will reunite to connect, collaborate and learn.

Event activities will include:

- Networking cocktail reception
- Full day of programming focuses on industry hot topics, industry trends and the state of 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 others in the automotive aftermarket industry. By supporting the 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.

2024 YPA activities will include:

- YPA Committee's annual meeting in April
- Professional development session with speakers
- Student Aftermarket Day planning
- YPA Holiday Networking Reception
- Attending industry events on behalf of AIA Canada's YPA community

### **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 auto care sector business development and growth. Research projects are supported by auto care sector 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 auto care sector. 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 auto care sector 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). Get recognized as an AIA Canada research sponsor and get exhibit booths at most association events, excluding CCIF. Make a powerful impression with the Gold package.

# Sponsor benefits

	Maple Leaf \$32,000	Gold \$22,000
<b>Marketing opportunities</b>		
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.	✓	✓
<b>Preferred invitations and registrations</b>		
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 National 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 Natinal Conference (Limited availability)

Opportunity to introduce a keynote speaker



Concurrent session 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
<b>Young Professionals in the Auto care sector Community activities</b>		
Speaking opportunities	✓	
Logo recognition during the YPA virtual meetings and professional development seminars	✓	✓
<b>Research initiatives</b>		
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	✓	✓
<b>Web series</b>		
Logo recognition on the web series video	✓	
Logo recognition on the web series webpage	✓	

# À la carte

## Research initiatives - \$10,000

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 auto care sector business development and growth. Research projects are supported by auto care sector 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 2024 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 2024 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

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**Automotive Industries  
Association of Canada**

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

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