



Sponsorship prospectus 2026



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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 \$43.9 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 \$43.9 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



17,500 + engaged followers on LinkedIn, Twitter, Facebook and YouTube



12,000 + AIA Canada's e-communications sends featuring Maple Leaf sponsor logos



500 + attendees at the exclusive Canada Night in 2024



250,000 + 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 \$43.9 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 confirmed

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 500 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, Ontario

The Student Aftermarket Day brings together the auto care industry with the next generation of aftermarket professionals. Organized in partnership with AIA Canada's Young Professionals in the Auto care sector (YPA) community and 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 11-12, 2026, Toronto, Ontario

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 11, 2026, 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 12, 2026, 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.

Planned 2026 YPA Community activities include:

- Speed mentoring roundtable on March 10, 2026
- Virtual town hall sessions in June and September 2026
- Student Aftermarket Day in November 2026
- YPA Community Connect: Learning and Leadership social in December 2026
- Additional virtual professional development sessions are available upon request (consult the À la carte YPA Community sponsorship offerings).

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 initiatives

AIA Canada is the trusted source for market intelligence on the auto care sector. Each year, the Association undertakes a variety of research initiatives that offer critical insights into consumer trends, industry trends, and market opportunities. These studies help aftermarket businesses—from service providers to suppliers—make informed decisions in a rapidly evolving landscape.

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 - \$35,200

Our premium Maple Leaf package puts your company in the driver's seat – you will get the most profile at events, online at 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 - \$24,200

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.

AIA Canada sponsor benefits

Maple Leaf
\$35,200

Gold
\$24,200

Marketing opportunities

Logo recognition on signage (print and/or digital) at all in-person events and conferences, excluding CCIF events and the Canadian Auto Care Industry Conference March 12, 2026 date.



Logo on the aiacanada.com homepage.



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 the aiacanada.com sponsors page.



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.)

3 posts

1 post

	Maple Leaf \$35,200	Gold \$24,200
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 exclusive, invite-only dinners and/or leadership roundtable (if available).	✓	
Ticket to attend YPA Community in-person events, excluding Student Aftermarket Day.	2 tickets	

AIA Canada program recognition

Maple Leaf
\$35,200

Gold
\$24,200

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

Ticket(s) to attend the March 11, 2026, day of the conference.

2 tickets

1 ticket

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
\$35,200

Gold
\$24,200

Young Professionals in the Auto care sector Community activities

Priority of selection for in-person and virtual professional development sponsorship opportunities (Deadline for selection: January 23, 2026)
(Deadline for selection: January 23, 2026)

**Seminar presenter,
Seminar guest
host and
Presenting sponsor
opportunities**

Logo recognition at all YPA virtual and in-person events.



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.



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 - \$7,500

AIA Canada is the trusted source for market intelligence on the auto care sector. Each year, the Association undertakes a variety of research initiatives that offer critical insights into consumer trends, industry trends, and market opportunities. These studies help aftermarket businesses—from service providers to suppliers—make informed decisions in a rapidly evolving landscape.

As a sponsor of AIA Canada's research initiatives, you will gain early access to upcoming publications, as well as brand visibility through logo recognition in final reports and associated webinars. This sponsorship is ideal for organizations looking to align themselves with evidence-based leadership and forward-thinking industry analysis.

Sponsored thought leadership content - \$1,500

AIA Canada's blog drives over 25,000 views by industry members per year and offers a prime opportunity to position your company as a thought leader in Canada's \$43.9 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 renowned automotive journalist Lorraine Sommerfeld, features conversations with industry leaders, experts, disruptors and innovators. Each episode dives into the trends, technology, and data that are redefining the auto care sector — and shaping what comes next.

As a sponsor, your brand will be aligned with forward-thinking dialogue and sector leadership.

As a sponsor of the 2026 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.

Each episode is promoted through AIA Canada's national channels, and with an engaged community of auto care professionals — your brand will be front and center in conversations that matter most.

Young Professionals in the Auto Care sector Community sponsorship opportunities

The Young Professionals in the Auto care sector (YPA) 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 Community 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. Below are several opportunities to connect with and support this vibrant community.

Young professionals in the auto care sector speed mentoring roundtable - \$1,050 per sponsor

March 10, 2026, Toronto, Ontario

Position your brand at the forefront of future industry leadership by sponsoring the in-person Young Professionals in the Auto Care Sector Speed Mentoring Roundtable—a dynamic event designed to empower rising talent in Canada's auto care industry.

This engaging roundtable format connects emerging professionals with seasoned leaders for fast-paced, high-impact discussions on key topics shaping the sector, including:

- Women in the auto care industry
- Leadership development
- Entrepreneurship
- Sales and distribution strategies
- Aftermarket experience

Why sponsor?

Show your commitment to workforce development and future leadership by supporting an initiative that directly fosters mentorship, knowledge sharing, and career growth. Sponsorship provides your organization with:

- **Brand visibility** among a growing community of engaged young professionals and future decision-makers
- **Logo recognition** on the event webpage and on-site signage
- A **meaningful role** in shaping the future of the Canadian auto care sector

Do not miss the opportunity to invest in the people who will drive our industry forward.

Please note, opportunities are limited. Maple Leaf sponsors receive priority of selection until January 23, 2026, after which date each topic and opportunity remaining are made available on a first-come, first-served basis. The deadline to secure this sponsorship is February 10, 2026.

Presenting sponsor opportunities

Virtual Young Professionals in the Auto care sector Community Town Hall – \$1,500 per session

Two opportunities, select the one of your choice:

- June 2026, virtual
- September 2026, virtual

One sponsor opportunity available per session

The virtual **Young Professionals in the Auto care sector (YPA) Community Town Hall** is an exclusive online series created for members of the YPA Community. Designed to keep the next generation of industry leaders informed and engaged, each session explores key topics shaping the future of the Canadian auto care sector.

As the **presenting sponsor**, your organization will:

- **Lead the conversation** by featuring a guest speaker from your company
- **Offer expert insight** on timely topics such as auto care industry innovation and hot trends; government policy and regulatory updates; trade, tariffs, and economic outlooks
- **Gain visibility** through logo placement on the event webpage
- **Engage directly** with an exclusive audience of rising professionals in the auto care industry

Offered exclusively to YPA Community members, the Town Hall provides a high-value platform to connect with the next generation of decision-makers and demonstrate your commitment to the future of the industry.

Please note, opportunities are limited. Maple Leaf sponsors receive priority of selection until January 23, 2026, after which date each topic and opportunity remaining are made available on a first-come, first-served basis. The deadline to secure the sponsorship for the June session is March 16, 2026, and the deadline to secure the September session is June 15, 2026.

YPA Community Connect: Learning and leadership social - \$2,750

December 2026, location to be determined

One sponsor opportunity available per session

Position your brand at the intersection of leadership development and industry engagement by becoming the **Presenting Sponsor of YPA Community Connect: Learning and Leadership social**—a signature year-end event hosted by the Young Professionals in the Auto Care Sector (YPA) Community.

This in-person, two-part experience brings together emerging talent and industry leaders to learn, connect, and grow.

Part one: Learning – Professional development session

Open exclusively to YPA Community members and committee participants, this closed-door session is designed to offer high-impact, relevant learning for those building careers in the auto care sector.

As the **Presenting Sponsor**, your organization will lead the session by delivering a keynote or presentation on a timely industry topic—such as innovation, leadership, or future workforce trends. You'll gain direct access to a highly engaged audience of young professionals poised to become the industry's next decision-makers, while reinforcing your company's role as a thought leader and talent champion.

Part two: Leadership social – Holiday networking reception

Formerly known as the YPA Holiday Networking Reception, this social event creates meaningful connections between generations of professionals. Attendance expands beyond the YPA Community to include members of the AIA Canada Board of Directors, executive representatives of Maple leaf sponsors, and invited guests of YPA Community members—fellow young professionals in the auto care sector.

The reception provides a relaxed yet professional environment to strengthen relationships, celebrate year-end successes, and showcase your brand to a wider industry audience. As a Presenting Sponsor, you'll benefit from premium visibility and ongoing interaction with both up-and-coming and established leaders in the sector.

Sponsor benefits include:

- **Featured speaking opportunity** during the professional development session
- **Logo recognition** on the event webpage, promotional materials, and on-site signage
- **Brand alignment** with talent development, leadership, and innovation in the auto care sector
- **Access** to network with YPA Community members and senior stakeholders from across the industry

Take the lead in supporting Canada's future auto care leaders—and make meaningful connections that last beyond the event.

Please note, opportunities are limited. Maple Leaf sponsors receive priority of selection until January 23, 2026, after which date each topic and opportunity remaining are made available on a first-come, first-served basis. The deadline to secure this sponsorship is April 30, 2026.

Virtual professional development seminars

Seminar presenter- \$1,500 per session

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 seminar presenter 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. **Innovation and Future Trends:** Exploring the future of the automotive industry, including AI, digitalization, and fostering innovation and creativity within teams.
2. **Mentorship and Career Development:** Leveraging mentorship and sponsorship to advance your career and develop key relationships.
3. **Networking and Relationship Building:** Techniques for effective networking, developing key industry relationships, and building a strong professional presence.
4. **Leadership and Management:** Mastering core leadership and management skills, including authentic leadership, performance management, and developing future leaders across multiple generations.

If you have an idea for a professional development seminar that could interest the YPA Community, please send your pitch to Shamsia Quraishi at shamsia.quraishi@aiaCanada.com for further discussion.

All seminars should focus on providing tangible 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 23, 2026, after which date each topic and opportunity remaining are made available on a first-come, first-served basis.

Seminar guest host - \$750 per session

Seize the opportunity to engage with the next generation of management in the auto care industry by becoming a seminar guest host. As a seminar guest host sponsor, 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 23, 2026, 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) unites the AIA Canada National Conference and CCIF Toronto for two high-impact days of networking, insight, innovation and future-focused content. The **2025 sold-out event** attracted over 300 attendees on March 19 and over 550 attendees on March 20, for **a total of over 850 attendees overall**—highlighting the auto care industry's strong demand for direct access to key decision-makers and timely, high-value programming.

Attendees praised CAIC as one of the most **engaging and content-rich conferences AIA Canada has ever hosted**, offering **practical, timely insights tailored to the evolving needs of the auto care sector**. With **future-focused presentations, a collision-specific vendor showcase, and unmatched networking opportunities**, CAIC delivers actionable knowledge and strategic connections that drive real value for professionals across the auto care sector.

Each day targets a **distinct and highly engaged audience**:

- **March 11, 2026** (AIA Canada National Conference) brings together **senior leaders, executives, business owners, young professionals, educators, and association partners** from across the mechanical and collision supply chain.
- **March 12, 2026** (CCIF Toronto) focuses on the **collision repair community**—including **repairers, suppliers, insurers, associations, OEMs, and educators**—all committed to advancing the future of Canada's collision sector.

If you want your brand in front of the right audience — **influencers, innovators, and decision-makers from across the auto care sector** — this is where you need to be.

Join us on March 11 and 12, 2026 at the Delta Hotels by Marriott Toronto Airport & Conference Centre to connect with industry leaders and explore the future of auto care.

Wednesday, March 11, 2026*

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 12, 2026*

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

**Schedule is subject to change.*

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 11, 2026 (AIA Canada National Conference) Expected attendance 225	Concurrent session 3 available Exclusive Align your brand with the industry's most relevant and forward-thinking conversations. As an exclusive sponsor of a concurrent session, your company will be recognized as a supporter of knowledge-sharing and professional growth in one of three key areas: <ol style="list-style-type: none"> 1. Women in the auto care sector 2. Young professionals in the auto care sector 3. Market research and data Position your company as a committed supporter of progress—choose the topic that aligns with your strategic goals and secure your session today.	\$1,500	Logo recognition on print or digital signage outside of the sponsored concurrent session room Logo recognition on the Canadian Auto Care Industry Conference event webpage Logo recognition in the digital event program Opportunity to introduce the session speaker
	Concurrent session 3 available Exclusive Align your brand with the industry's most relevant and forward-thinking conversations. As an exclusive sponsor of a concurrent session, your company will be recognized as a supporter of knowledge-sharing and professional growth in one of three key areas: <ol style="list-style-type: none"> 1. Profitability 2. Human resources 3. Vehicle technology Position your company as a committed supporter of progress—choose the topic that aligns with your strategic goals and secure your session today.		Logo recognition on digital signage outside of the sponsored concurrent session room Logo recognition on the CCIF Toronto event webpage Logo recognition in the digital event program Opportunity to introduce the session speaker
March 12, 2026 (CCIF Toronto) Expected attendance 600	Concurrent session 3 available Exclusive Align your brand with the industry's most relevant and forward-thinking conversations. As an exclusive sponsor of a concurrent session, your company will be recognized as a supporter of knowledge-sharing and professional growth in one of three key areas: <ol style="list-style-type: none"> 1. Profitability 2. Human resources 3. Vehicle technology Position your company as a committed supporter of progress—choose the topic that aligns with your strategic goals and secure your session today.	\$3,000	Logo recognition on digital signage outside of the sponsored concurrent session room Logo recognition on the CCIF Toronto event webpage Logo recognition in the digital event program Opportunity to introduce the session speaker

Event day	Sponsorship	Price	Inclusions
March 12, 2026 (CCIF Toronto)	CCIF student education access sponsor 2 available Exclusive	\$3,150	Verbal recognition and logo recognition on-screen during the conference opening remarks on March 12, 2026.
	<p>Help shape the future of the collision repair industry by funding one class from a local college's pre-apprenticeship automotive program to attend CCIF Toronto 2026 on March 12, 2026.</p> <p>Your support provides students with:</p> <ul style="list-style-type: none"> • Exposure to real-world trends through expert-led sessions • Direct networking with repairers, suppliers, and employers • Insight into innovation and career pathways • A sense of belonging in the collision repair community <p>These students are eager to learn, connect, and explore future career paths—your support could be what inspires them to pursue a long-term future in the industry.</p>		
March 11 AND 12, 2026 (AIA Canada National Conference and CCIF Toronto)	Lanyards Exclusive	\$5,250	Two-color logo* on one side of a polyester screen-printed lanyard worn by attendees for the full 2-day conference Logo recognition on the Canadian Auto Care Industry Conference and CCIF Toronto event webpage
	<p>Put your brand in every handshake. As the exclusive Lanyard sponsor, your logo will be worn by every attendee, speaker, and exhibitor—ensuring constant, visible exposure throughout the event.</p> <p>This is more than a branding opportunity—it is a chance to be part of every connection made. Secure the lanyard sponsorship and stay top-of-mind all day long.</p>		

**March 11 AND/OR 12, 2026
(AIA Canada National
Conference AND/OR CCIF
Toronto)**

Custom activations

Limited availability

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.

Please note, deadlines will be determined by AIA Canada Events following a full review of the opportunity and may be flexible depending on the nature and scope of the proposal.

**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.*

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 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 four to see the benefits grid.

Diamond package - \$15,000

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 - \$11,500

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 - \$5,750

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 inclusion of one digital resource in the online resource webpage for 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 - \$3,000

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 include one digital resource on the online resource webpage for all 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 \$11,500	Gold \$5,750	Silver \$3,000
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	
Inclusion of one digital resource (promo video, sales PDF, etc.) in the online resource webpage for all CCIF Conferences.	✓	✓	✓	✓
Logo recognition on distinctive signage (print and/or digital) at CCIF conferences.	✓	✓	✓	✓
Ticket(s) to attend CCIF Toronto on March 12, 2026.	2 tickets	1 ticket		
Preferential pricing for the 2026 Canadian Auto Care Industry Conference's CCIF Vendor Showcase taking place on March 12, 2026.*				
<i>*This benefit is only available to companies who have signed and returned a 2026 CCIF sponsorship contract prior to January 23, 2026. The sponsor companies must also apply to be a vendor at the vendor showcase by February 9, 2026. Space is limited and is available on a first come, first served basis.</i>	✓	✓	✓	✓

	Diamond \$15,000	Platinum \$11,500	Gold \$5,750	Silver \$3,000
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

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