

A close-up photograph of a mechanic's hands wearing grey gloves, using a torque wrench on a car engine. The image is overlaid with a dark blue tint and a red geometric line. The text '2027' is in a large, red-outlined font, and 'SPONSORSHIP PROSPECTUS' is in a bold, red, sans-serif font.

2027

SPONSORSHIP PROSPECTUS

Paving the road to success
for Canada's auto care sector



About AIA Canada

The national voice of Canada's auto care sector

AIA Canada represents, supports and leads innovation across Canada's auto care sector. Our members span the aftermarket supply chain, including manufacturers, distributors, service and repair businesses, collision repair organizations and industry partners.

Through advocacy, research, professional communities and national events, we bring the sector together to address shared challenges, advance new opportunities and help shape its future.

\$43.9 BILLION
AUTO CARE SECTOR



Unrivalled access to Canada's auto care leaders

AIA Canada is the only national organization connecting businesses and professionals across the entire Canadian aftermarket supply chain.

Reach across the sector

20K+
SOCIAL
FOLLOWERS

200,000+
WEBSITE VISITS

12,000+
NEWSLETTER
SUBSCRIBERS

AIA
Canada

Shop owners

Collision operators

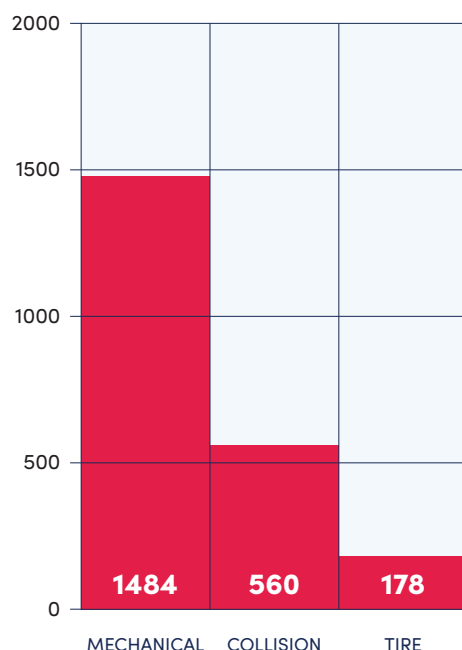
Parts distributors

Manufacturer executives

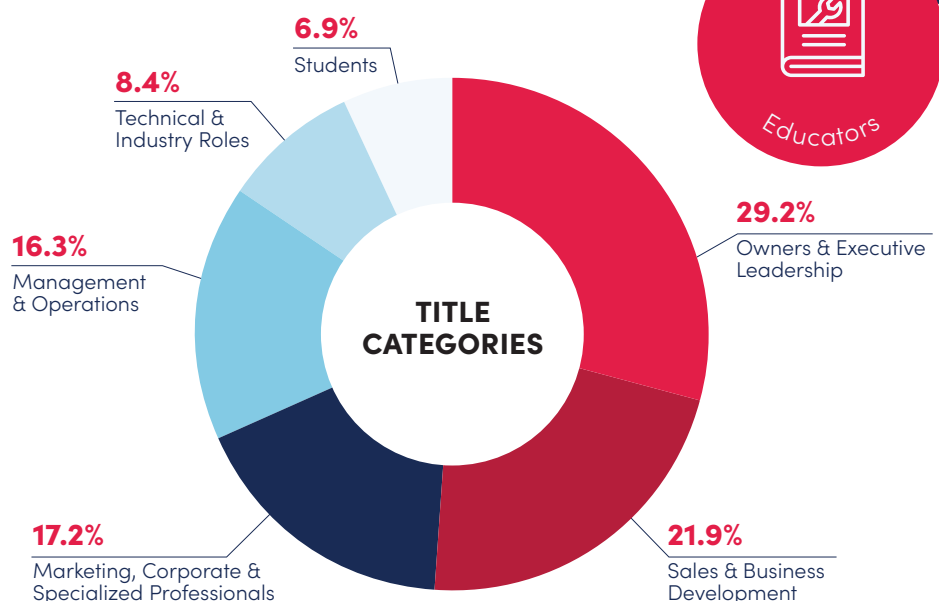
Young professionals

Educators

INDUSTRY SEGMENT



TITLE CATEGORIES



Why sponsor AIA Canada?

More than visibility. Meaningful industry access.

INDUSTRY CREDIBILITY

Align your brand with the trusted association advancing advocacy, independent research and innovation across Canada's auto care sector.

NATIONAL REACH AND ACCESS TO LEADERS

Build relationships with the business leaders and organizations shaping the future of the sector across Canada.



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Working with AIA Canada is a smart investment that helps us strengthen our brand and build valuable industry relationships.

Join leading organizations investing
in Canada's auto care sector.

BASF
We create chemistry

**groupe
touchette**

**MANN +
HUMMEL**

**Auto
Value**
Parts Stores

**Delphi
Technologies**

Bumper to Bumper®
CANADA'S PARTS PEOPLE

Castrol
Wakefield

WORLD PAC

MEVOTEC

Where the industry gathers

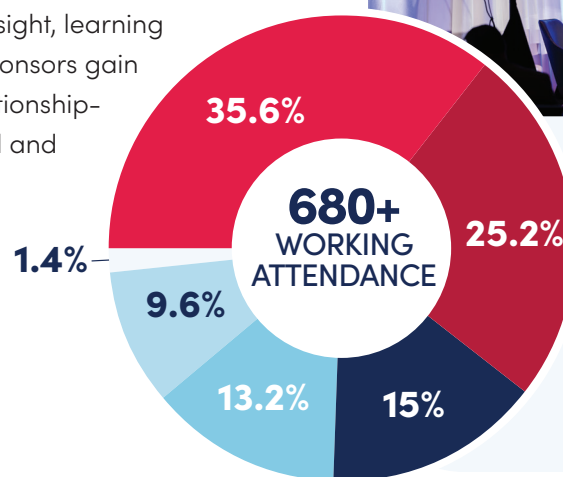
Canadian Auto Care Industry Conference

With a new format for 2027, CAIC combines the AIA Canada National Conference and CCIF Toronto for two days of insight, learning and high-value networking. Sponsors gain concentrated visibility and relationship-building across the mechanical and collision sectors.

**MARCH 30 TO
APRIL 1, 2027**



Scan me



- Executive Leadership
- Sales & Business Development
- Management & Operations
- Marketing, Corporate & Specialized Professionals
- Technical & Industry Roles
- Students

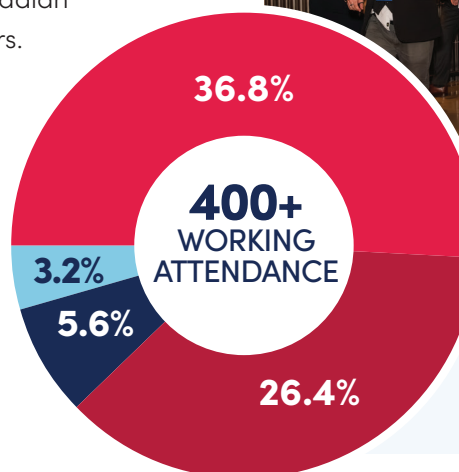
Canada Night

Held during AAPEX and SEMA, Canada Night gives sponsors exceptional visibility and a memorable setting to connect with Canadian customers, partners and industry leaders.

**NOVEMBER 2027
LAS VEGAS**



Scan me



- Owners & Executive Leadership
- Marketing, Corporate & Specialized Professionals
- Management & Operations
- Technical & Industry Roles

Year-round engagement

Stay visible. Build relevance.
Create lasting connections.

STUDENT AUTOMOTIVE INNOVATION CHALLENGE

Position your brand as a career destination by connecting with the next generation of auto care professionals through a day of learning, innovation and career exploration.



YOUNG PROFESSIONALS IN THE AUTO CARE SECTOR

Build early loyalty with rising professionals as they advance into management, leadership and C-suite roles through mentoring, professional development and networking opportunities.

CURBSIDE CHAT

Align your brand with timely conversations led by Adam Malik about the technology, data, trends and issues shaping the future of Canada's auto care sector.

[PLAY THE VIDEO](#)

RESEARCH AND MARKET INTELLIGENCE

Associate your brand with trusted industry intelligence that helps businesses understand emerging trends, identify opportunities and make informed decisions.



Annual sponsorship packages

BENEFIT	MAPLE LEAF \$37,600	GOLD \$27,400
VISIBILITY		
Logo at ALL events, incl. CAIC (National Conference and CCIF Toronto), CCIF West, YPA, SAIC and Canada Night	✓	✓
Logo placed on holes at Division golf tournaments (Ontario excluded)	✓	
Logo in newsletter	✓	
Logo on home page, events pages, sponsor page, research page, webinars, publication, and Curbside chat	✓	
Social media feature post	3	1
ACCESS		
Ticket(s) to attend full CAIC event in 2027	2	1
Canada Night tickets	6	1
Priority of selection and discount on additional Canada Night-specific sponsorship opportunities	✓	
Ticket(s) to one regional event	2	1
Registration for Division golf tournaments	2	1
Ticket to attend YPA Community in-person events, excluding Student Automotive Innovation Challenge	✓	
Tickets to YPA Learning & Leadership Social	4	2
Tabletop for Student Automotive Innovation Challenge	✓	✓
Seat at table of Communities of Practice	✓	✓
One-on-one consulting sessions on key topics	✓	
Invitation to exclusive, invite-only dinners and/or leadership roundtable (if available)	✓	
LEADERSHIP		
Guest appearance on Curbside Chat	✓	
Thought leadership article	✓	
Priority of selection for in-person and virtual professional development sponsorship opportunities	✓	
Early access to new AIA Canada auto care sector wide research date publications	✓	✓

Choose your level of impact.

MAPLE LEAF

PREMIER PARTNERSHIP

For national brands seeking AIA Canada's highest level of visibility, access and thought-leadership opportunities. Maple Leaf puts your organization first in line for high-profile events, new opportunities and year-round engagement across AIA Canada's channels.

GOLD

LEADERSHIP PARTNERSHIP

For organizations seeking consistent brand visibility, stronger industry relationships and meaningful participation in the programs shaping Canada's auto care sector.

Targeted opportunities

Initiative sponsorship introduction

Choose the opportunity that best aligns with your marketing objectives from thought leadership and market intelligence to talent development and direct audience engagement.

TARGETED OPPORTUNITIES

RESEARCH INITIATIVES **\$7,500**

Brand visibility on trusted market-intelligence reports.

CURBSIDE CHAT **\$7,500**

Logo and brand alignment with the Curbside Chat series.

YPA SPEED MENTORING ROUNDTABLE **\$1,050**

Connect with under-45 rising talent.

YPA VIRTUAL TOWN HALLS **\$1,500**

Virtual thought-leadership presentation.

YPA LEARNING & LEADERSHIP SOCIAL **\$2,750**

High-impact learning and holiday networking.

GUEST SPEAKER **\$2,000**

GUEST HOST **\$750**

Speak directly to an engaged audience.

CUSTOM RESEARCH **CUSTOM SCOPE**

Work with AIA Canada and partners on a specific issue important to the sponsor and sector.

CUSTOM ACTIVATIONS **CUSTOM SCOPE**

Create a tailored brand experience for 680+ working CAIC attendance.



EVENT SPONSORSHIPS

Put your brand at the centre of Canada's auto care community through opportunities such as National Conference Lead Partner, Exclusive Hosted Connections, Voice of the Industry Studio Partner... plus many more across CAIC, CCIF, Canada Night, YPA and the Student Automotive Innovation Challenge! Contact Cathy Lam at cathy.lam@aiacanada.com

PRIORITY NOTE

Maple Leaf sponsors receive priority selection until January 22, 2027. Remaining opportunities are offered on a first-come, first-served basis.

Ready to build your 2027 partnership?

Talk with our team about the sponsorship opportunity that best supports your visibility, relationship-building and thought-leadership objectives.

AIA CANADA CORPORATE SPONSORSHIP

Adam Malik

Director, Growth and Partnerships

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EVENT SPONSORSHIP

Cathy Lam

Stakeholder Engagement Lead

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