



Sponsorship prospectus 2024



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 the 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, thought leadership and speaking engagements 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 for the calendar year. There are also a variety of À la carte sponsorship options available.

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 4 to see the benefits grid.

Diamond package

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 receive CCIF speaking opportunities, early access to sector research and data, the opportunity to host webinars, and extensive brand recognition across all CCIF channels and occasions. The Diamond package is designed for Canadian businesses that want to lead.

Platinum package

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 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

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 a shared location for company resources and literature at all CCIF conferences and brand recognition across all channels. The Gold sponsor package is designed for Canadian businesses that wish to increase their brand presence and thought leadership.

Silver package

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 have a shared location for company literature at 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 \$20,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
CCIF conference opportunities				
Opportunity to introduce plenary speaker/session at all CCIF conferences	✓			
30-second, sponsor-provided video commercial during plenary at all 3 CCIF Conferences	✓			
Verbal recognition as sponsor at all CCIF Conferences	✓	✓		
Social media shoutouts on LinkedIn (per event for all CCIF conferences)	3	2	1	
Shared location for company literature at all CCIF conferences (sponsor provides/ships).	✓	✓	✓	✓
Company logo featured digitally at CCIF Conferences, sized to sponsorship level	✓	✓	✓	✓

	Diamond \$20,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
Marketing opportunities				
Logo on the aiacanada.com CCIF event webpages (where appropriate)	✓			
Host one webinar (live or pre-recorded, content subject to AIA Canada approval)	✓	✓		
Company logo in CCIF event e-communications	✓	✓		
Sponsored content on CCIF blog (article created with advice from AIA Canada)	✓	✓	✓	
Company logo 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 click-through	✓	✓	✓	✓
Recognition in the AIA Canada bi-annual yearbook	✓	✓	✓	✓

À la carte

Our tiered sponsorship packages offer a broad range of options to suit every objective and budget. For full details, please see the benefits grid below.

À la carte sponsor benefits

À la carte sponsorship opportunities

Note: Priority/first right of refusal given to CCIF Silver, Gold, Platinum and Diamond level sponsors

Lanyards (production/shipping costs are the responsibility of the sponsor)	\$5,000
--	---------

Conference workshop (1 at each conference, 2 total)	\$5,000
---	---------

Reception (1 at each conference, 2 total)	\$15,000
---	----------

Breakfast (1 at each conference, 2 total)	\$15,000
---	----------

Morning coffee break (1 at each conference, 2 total)	\$15,000
--	----------

Lunch (1 at each conference, 2 total)	\$15,000
---------------------------------------	----------

Canadian Collision Industry Forum

The Canadian Collision Industry Forum is a program of the Automotive Industries Association of Canada (AIA Canada). AIA Canada is the voice and resource that leads innovation in Canada's \$37.8 billion auto care sector. With thousands of members from coast to coast, our vision, research, training programs supports Canada's collision and mechanical sectors.

Questions?

For sponsorship inquiries contact

Canadian Collision Industry Forum team
Email: info@ccif.ca



**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