




CCIF
Powered by AIA Canada

**Sponsorship prospectus
2025**



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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 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 five 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 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

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

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. 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

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 \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
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	
Shared location for company literature (brochures, catalogues, magazines, swag, etc.) at all CCIF conferences (sponsor provides/ships)	✓	✓	✓	✓
Logo recognition on distinctive signage (print and/or digital) at CCIF conferences	✓	✓	✓	✓
Preferential pricing for the 2025 Canadian Auto Care Industry Conference's CCIF Vendor Showcase taking place on March 20, 2025.*	✓	✓	✓	✓
<i>*This benefit is only available to companies who have signed and returned a 2025 CCIF sponsorship contract prior to January 25, 2025. The sponsor companies must also apply to be a vendor at the vendor showcase by January 25, 2025</i>				

	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
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

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

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.

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For CCIF sponsorship inquiries contact
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Canadian Auto Care Industry Conference

The Canadian Auto Care Industry Conference (CAIC) brings together the AIA Canada National Conference and **CCIF Toronto** for two-days of networking and learning about hot industry topics, trends, challenges, and the state of Canada's auto care sector.

Attendees can expect future-focused presentations by subject matter experts, unparalleled networking opportunities, a collision-focused vendor showcase, and more!

Join us on March 19 and 20, 2025 at the Delta Hotels by Marriott Toronto Airport & Conference Centre to connect with industry leaders and explore the future of auto care.

Wednesday, March 19, 2025

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 20, 2025

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

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 20, 2025 (CCIF Toronto) Expected attendance 600	Breakfast 1 available Exclusive or co-sponsored	\$4,000	<p>Logo recognition on digital signage in the breakfast area</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) high-top bistro networking table* in the breakfast area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>
March 20, 2025 (CCIF Toronto) Expected attendance 600	Networking break 1 available Exclusive or co-sponsored	\$5,000	<p>Logo recognition on digital signage in the networking break area</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) high-top bistro networking table* in the networking break area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Event day	Sponsorship	Price	Inclusions
March 20, 2025 (CCIF Toronto) Expected attendance 600	Lunch 1 available Exclusive or co-sponsored	\$6,000	<p>Logo recognition on digital signage in the lunch area</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Verbal recognition during the event program on the sponsored date</p> <p>One (1) complimentary event registration for the sponsored function date</p> <p>One (1) high-top bistro networking table* in the lunch area (foyer) for the duration of the sponsored meal function</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>
March 20, 2025 (CCIF Toronto) Expected attendance 600	Concurrent session 3 available Exclusive Choose from: 1. Profitability 2. Human resources 3. Vehicle technology	\$2,000	<p>Logo recognition on digital signage outside of the sponsored concurrent session room</p> <p>Logo recognition on the CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Opportunity to introduce the session speaker</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Event day	Sponsorship	Price	Inclusions
March 19 AND 20, 2025 (AIA Canada National Conference and CCIF Toronto)	Lanyards Exclusive	\$5,000	<p>Two-color logo^{***} on one side of a polyester screen-printed lanyard worn by attendees for the full 2-day conference</p> <p>Logo recognition on the Canadian Auto Care Industry Conference and CCIF Toronto event webpage</p>
March 19, 2025 (AIA Canada National Conference and CCIF Toronto together) Expected attendance 500	Reception Exclusive	\$10,000 Optional add-on: Branded napkins ^{****} \$2,000	<p>Logo recognition on digital signage in the reception area</p> <p>Logo recognition on the Canadian Auto Care Industry Conference and CCIF Toronto event webpage</p> <p>Logo recognition in the digital event program</p> <p>Banner ad with a link to the sponsor's website or link of your choice in the pre-conference email^{*****}.</p> <p>One (1) complimentary event registration to attend the full 2-day conference</p> <p>Three (3) complimentary event registrations to attend the reception</p> <p>One (1) high-top bistro networking table* in the reception area for the duration of the reception</p> <p>Social media shoutout on LinkedIn</p> <p>Opportunity to place marketing collateral** in the shared location for company literature on the sponsored date</p>

Custom activations
Limited availability**March 20, 2025**
(AIA Canada National Conference
AND/OR CCIF Toronto)

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.

**Sponsors are permitted to bring up to two (2) pull-up banners to set-up beside the high-top bistro networking table. Sponsors are also permitted to add marketing collateral to their table. Sponsors are responsible for design, print production, shipping, and set-up. All items must be removed by the sponsors following the sponsored function.*

***Sponsors are responsible for design, print production, and shipping. All materials must be shipped directly to the venue to the attention of AIA Canada Events. AIA Canada Events is responsible for setting up the materials.*

****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.*

*****Optional add-on fee includes logo placement/brand exposure on one side of a 4.75"x4.75" white cocktail napkin. Cocktail napkins will be handed out at every bar, food station, and/or passed hors d'oeuvres. AIA Canada is responsible for production.*

******E-mails will be sent approximately 1 week and 2 days prior to the start of the conference. E-mails will be sent to all registered participants with important event details.*

For inquiries about CCIF Toronto sponsorship at the Canadian Auto Care Industry Conference contact:

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





ccif.ca