



## **MISSION STATEMENT:**

*To provide a forum for the collision repair industry to share information, best practices and a means to develop solutions to common national issues and challenges.*

## **Corporate Sponsor Program 2010**

**Become a CCIF Corporate Sponsor  
Be recognized as a dedicated industry supporter**

### **CCIF Sponsor Benefits**

- High visibility among the hundreds of progressive collision repairers, insurers and suppliers who attend CCIF every year.
- Being seen as contributors to the industry, not just takers.
- Enhanced networking and relationship building opportunities.
- Excellent value for the contribution.

### **What Is CCIF and What Does It Do?**

The Canadian Collision Industry Forum was formed in 1999 from a national gathering of collision repairers, insurers, suppliers and service providers who wanted positive change in their business and their industry. These are industry stakeholders, like you, whose business and personal success is dependent on the collision repair industry.

CCIF is a promoter of the industry and a catalyst for the development and exchange of ideas. The collective views of its participants are used to influence industry and external organizations on issues affecting the success and prosperity of the industry.

CCIF is proving itself to be an enduring means of bringing together collision repair industry stakeholders from coast to coast. Its unique style enables stakeholders to address key industry issues in a constructive and positive manner.

CCIF meetings are held in different cities across Canada on a rotational basis. This not only demonstrates a commitment to the original expressed need for a national voice, but also facilitates local participation.

CCIF is a volunteer body, but funding is needed to help offset the costs associated with the planning, organization, administration and communication of its activities. It needs consistency of funding to ensure that resources can be allocated on a permanent basis to develop a professional, sustainable organization that promotes and stimulates the industry through debate, progressive ideas and the presentation of new information. You are invited to show your support by becoming a CCIF Corporate Sponsor for 2010.

As a forum for industry stakeholders from coast to coast, CCIF provides opportunities to address the key industry issues that matter to you and your customers / suppliers. It does this with:-

- MEETINGS - Three CCIF meetings a year in different cities across Canada.
- CO-OPERATION - Sharing ideas with local trade associations.
- INFORMATION SHARING – Presentations from inside and outside the industry on issues that matter both at an individual level and industry level.
- FOCUS - On issues that impact the industry as a whole, but which are relevant to many individual businesses, i.e:-
  - People Issues, e.g. attracting young people, retaining and motivating staff
  - Profitability and Business Management
  - Parts & Materials Issues
  - Process & Innovation
  - “Need to Know” issues e.g. Technology changes, Right to Repair

Successful sponsor arrangements must meet the needs of all three parties –

- **The sponsor** should receive the appropriate level of exposure and acclaim for its support. The sponsor should feel that it has received value for money.
- **The host (CCIF)** should receive sufficient sponsor funding to meet the costs of providing the support services necessary for CCIF to grow and involve more stakeholders in the resolution of industry issues.
- **Participants** should recognize and appreciate sponsors, but without feeling that sponsor recognition has become the dominant purpose.

## CCIF 2010 Meeting Schedule (confirmed)

January 24	Toronto, ON	Marriott Toronto Airport
May 15	Vancouver, BC	Renaissance Vancouver Harbourside
September 25	Montreal, QC	Delta Centre-Ville

CCIF meetings will draw large gatherings of industry stakeholders in each of these important cities. By becoming a CCIF Corporate Sponsor your company will be recognized by both national and local participants as one that gives back to the industry that feeds it. But the recognition goes further, as you can see in the options outlined on the following pages where you can select from different levels of sponsorship to match your budget and your wish to support CCIF's aims.

You are encouraged to decide on the level of sponsorship as soon as possible, to secure the sponsor option of your choice and to allow time for the production of the material that will bear your company name and logo.

To secure your sponsor position, just complete the attached Corporate Sponsor Program form and fax it to:

Mike Bryan    CCIF Administrator (Tel: 905 726 9027)  
 Fax:            905 726 9038  
 E-mail:        mike@ccif.net

# CCIF Corporate Sponsor Options 2010

## Option 1

Platinum, Gold, Silver and Bronze sponsorships. These prestigious sponsorships provide high exposure at all three 2010 CCIF meetings.

## Option 2

Sponsorships for meals, refreshments, receptions, rooms, audio visual, etc. can be selected for individual or multiple meetings. This provides maximum flexibility and allows for a tactical approach with regard to cost and location.

## Option 3

General meeting sponsorship is an economical option, ideal for local companies and first time sponsors wanting to show their support for CCIF's purpose.

Below are the details and benefits of each option:-

## Option 1

### **2010 Platinum Level Sponsor \$10,000**

The Platinum Sponsor will benefit from:-

- Company logo on a Platinum Sponsor poster board in registration area.
- Company logo on a Platinum Sponsor poster board in meeting room.
- Company logo on video screen during breaks.
- Verbal thanks and recognition twice during each meeting.
- Opportunity to make some short introductory remarks at start of each meeting.
- Recognition on meeting agenda sheets.
- Recognition on CCIF web site
- Sponsor may provide one promotional item for meeting participants.
- Press release profiling the company's support for the industry through CCIF.
- Shared use of sponsor table for company literature in registration area.

### **2010 Gold Level Sponsors \$5,000**

Gold Sponsors will benefit from:-

- Company logo on a Gold Sponsor poster board in registration area.
- Company logo on a Gold Sponsor poster board in meeting room.
- Company logo on video screen during breaks.
- Recognition on meeting agenda sheets.
- Verbal recognition and thanks twice during each meeting.
- Recognition on CCIF web site.
- Press release profiling the company's support for the industry through CCIF.
- Shared use of sponsor table for company literature in registration area.

## **2010 Silver Level Sponsors \$2,500**

Silver Sponsors will benefit from:-

- Company logo on a Silver Sponsor poster board in registration area.
- Company logo on a Silver Sponsor poster board in meeting room.
- Company logo on video screen during breaks.
- Recognition on meeting agenda sheets.
- Recognition on CCIF web site.
- Verbal recognition and thanks twice during each meeting.
- Shared use of sponsor table for company literature in registration area.

## **2010 Bronze Level Sponsors \$1,500**

Bronze Sponsors will benefit from:-

- Company logo on Bronze Sponsor poster board in registration area.
- Company logo on Bronze Sponsor poster board in meeting room.
- Company logo on video screen during breaks.
- Recognition on meeting agenda sheets.
- Verbal recognition and thanks twice during each meeting.
- Recognition on CCIF web site.
- Shared use of sponsor table for company literature in registration area.

## **Option 2**

Sponsorships are shown on a 'per meeting' basis. They can be reserved for one or more meetings:-

Breakfast	1,300
Morning coffee break	500
Lunch	1,800
Afternoon coffee break	500
Reception	1,600
Audio Visual	800
Meeting Room	600
Lanyard (logo)	1,200
Name Badge (logo)	900
Presentation Folder	1,200
Notepad & Pen	1,000

## **Sponsor Benefits**

- Company logo on poster board in registration area.
- Company logo on poster board inside meeting room.
- Thanks and recognition twice during each meeting.
- Recognition on meeting agenda sheet.
- Company logo on video screen during breaks.
- Shared use of sponsor table for company literature in registration area.

### Option 3

General Meeting Sponsorship is available at \$400 per meeting.

Meeting Sponsors will benefit from:-

- Logo or company name on poster board outside meeting room.
- Thanks and recognition during and at end of meeting.
- Company logo on video screen during breaks.
- Recognition on meeting agenda sheet.
- Shared use of sponsor table for company literature in registration area.

Whichever sponsorship option you choose, you will be making a direct contribution to the development of CCIF's capability as a strong voice for the collision repair industry. The key issues have been defined and CCIF has shown that it can act on them and influence others to act.

CCIF remains true to its mission of providing a forum, but it is proud to have partnered with Skills Canada in the CCIF Skills Program, an initiative focused on raising awareness of collision repair as a rewarding career opportunity for young people. Through the volunteer support and funding for the Program that CCIF generated in 2009, the industry was showcased in a fun and exciting way to many thousands of young people at Skills Competitions around the country. Encouraged by its success, the CCIF Skills Program has set itself new and more challenging goals that aim to take awareness and interest to new levels.

CCIF is making a difference at the strategic level, e.g. attracting young people, and at the personal level, too, providing business owners with information on which they can act and helping them enjoy the best networking opportunities in the industry.

As CCIF continues to develop "Best Practice" recommendations, to connect the industry nationally and to promote the principle of industry self-management, your generous sponsorship of CCIF will strengthen its ability to allocate the resources needed to act and move forward on the issues that will benefit all stakeholders.

Thank you for your support.

Mike Bryan  
Administrator

See attached Corporate Sponsor Program 2010 Booking Form / Availability Chart.