



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 2012

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 *not* a trade association, but a national resource and focal point for the collision repair industry. It has no members and no membership dues. Its meetings are open to all who seek new information, inspiration and the best networking opportunities. CCIF is a catalyst, broker and promoter of the industry, encouraging civilised debate and exchange of ideas. The collective views of its participants can influence industry and external organizations on their policies and strategic issues.

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 essentially a volunteer body, but is administered professionally to ensure consistency and continuity. CCIF is funded entirely through corporate sponsorship to offset the costs associated with the planning, organization, administration and communication of its activities. Corporate sponsorship also makes it possible to maintain meeting fees at a level that makes CCIF meetings accessible to all industry professionals. Consistency of funding is essential 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.

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 trade associations and other industry organizations
- 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, e.g:-
 - 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. OEM Advanced Technology

CCIF Breaks New Ground

CCIF and Automotive Recyclers of Canada

2011 was a busy and exciting year for CCIF. Always on the lookout for opportunities, beyond its scheduled meetings, to broker discussions aimed at resolving issues and improving the situation between industry stakeholders, CCIF teamed up with Automotive Recyclers of Canada to host a meeting for collision repairers, recyclers and insurers. This resulted in task forces being established to come up with best practice recommendations and proposals for resolving longstanding issues regarding the use of recycled parts.

CCIF and I-CAR

CCIF seized another opportunity, co-operating with I-CAR to hold a strategic brainstorming session to consider the future roles of I-CAR Canada, its parent trade association AIA and CCIF. Indeed, they all have different roles, but there are synergies to be exploited that will strengthen the ways in which they may work together for the good of the industry. A simple and successful example of such synergy has been the running of I-CAR classes for technicians at the same time and venue as the CCIF meeting being attended by their managers.

CCIF Meetings and CCIF's Role

There were three great regular (but always varied) CCIF meetings, too – in Toronto, Moncton and Calgary. Lots of straight talking about industry issues, useful information, panel discussions and fantastic networking. The industry is changing faster than ever and, with your support, CCIF looks forward to playing its role again in 2012, bringing expert speakers, assembling knowledgeable panels and encouraging action on the issues that really matter.

You are invited to show your support by becoming a CCIF Corporate Sponsor for 2012.

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 2012 Meeting Schedule (confirmed)

January 28 (Sat.)	Toronto, ON	Sheraton Toronto Airport
May 5 (Sat.)	Vancouver, BC	Renaissance Vancouver Harbourside
September 28 (FRIDAY)	St-Hyacinthe, QC	Hotel des Seigneurs

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.

Please see sponsorship options on the following pages, and the separate 2012 Corporate Sponsor Program Booking Form / Availability Chart

CCIF Corporate Sponsor Options 2012

Option 1

Platinum, Gold, Silver and Bronze sponsorships. These prestigious sponsorships provide high exposure at all three 2012 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

2012 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.

2012 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.

2012 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.

2012 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:-

Breakfast	1,300
Morning coffee break	500
Lunch	1,800
Afternoon coffee break	500
Reception	1,800
Audio Visual	800
Meeting Room	600
Lanyard	1,600
Name Badge (logo)	900
Presentation Folder	1,500
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 generates, the industry is showcased to many thousands of young people at Skills Competitions around the country, creating excitement and interest in a trade of which they may have been previously unaware. Encouraged by its success, the CCIF Skills Program continues to 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.

To secure your sponsor position, please see the attached 2012 Corporate Sponsor Program Booking Form / Availability Chart. Just complete the form and fax it to:

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Thank you for your support.



Mike Bryan
Administrator