



2021 SPONSORSHIP OPPORTUNITIES



Build Your Brand with AASP-MN

TO AASP-MN ASSOCIATE MEMBERS & INDUSTRY SUPPLIERS

AASP-MN represents the "cream of the crop" of independently-owned mechanical and collision repair shops in Minnesota. They are committed to investing in their facilities, equipment/tools and employees to ensure that they keep up with the technology and knowledge required to properly and safely repair today's vehicles. And they count on AASP-MN to deliver the information, education, buying power, connections and representation they need to stay at the top of their game. These are the shops that recognize what it takes to be successful now and into the future. Build your brand with the best-of-the-best by taking advantage of AASP-MN's Year-Long Sponsorship Program!

THE AASP-MN YEAR-LONG SPONSORSHIP ADVANTAGE

AASP-MN's Sponsorship Program was designed with you in mind. Each sponsorship level provides enhanced benefits and an opportunity to put your company's name in front of the best automotive service professionals in the state. Position yourself as a partner for the future.

As a Year-Long Sponsor, you will receive:

Increased Visibility:

- Put your company name and representatives in front of key shop decision makers
- Gain exposure and take advantage of premium visibility with the top shops in the state
- Position your company as a strategic partner for the future

Easier Budgeting:

- Set your annual budget and customize your sponsorship for the entire year
- Hassle-free payment options

And...

- Enjoy exclusive opportunities only available to participating sponsors

“The AASP-MN Sponsorship program is a cost-effective way to showcase our company's products and services to the AASP-MN membership. The association offers several opportunities throughout the year that allow sponsors to help their current customers, meet potential customers, support AASP-MN and the automotive industry at-large—not to mention, build their own businesses.”

- McKenzie Spalding,
Enterprise Rent-A-Car,
Eagan



2021 Sponsorship Packages

<p><u>PLATINUM SPONSOR</u> \$3500</p> <p>➤ Leadership Conference Education & Vendor Display (\$2000 value) Please select the session you'd like to sponsor below. ____ Luncheon Keynote Address (4 available) ____ Closing General Session (1 available) ____ Mechanical-specific breakout (2 available) ____ Collision-specific breakout (1 available) ____ Breakout session for all (1 available) ____ Roundtable discussions (1 available)</p> <p>➤ MNCARS Workforce Initiative Donation (\$1000 value)</p> <p>➤ Race for Education Event Sponsor (Race teams sold separately) (\$500 value)</p> <p>➤ Golf Hole Sponsor (Golfing sold separately) (\$350 value)</p> <p>➤ Membership (\$350 value)</p> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto; margin-right: auto;">A \$4200 value!</div>	<p>Benefits:</p> <ul style="list-style-type: none">• Logo recognition as Platinum Sponsor at all AASP-MN events, Annual Meeting & Leadership Conference marketing materials & <i>AASP News</i> magazine during 2021• Logo recognition on AASP-MN's website sponsor page with website link• Complimentary registration for 2 people at AASP-MN Annual Meeting & Leadership Conference (\$400 value)• Display your company's literature/promotional items during breaks and dedicated vendor showcase at the AASP-MN Annual Meeting & Leadership Conference• Support the MNCARS outreach and marketing campaign to raise awareness and recruit young people into technical college automotive programs and industry careers• Recognition as Race for Education event sponsor• Recognition and participation as a hole sponsor at the 26th Annual AASP-MN Golf Outing• Platinum Sponsor ribbon for all company personnel attending events• Recognition in industry-wide press release announcing sponsors as well as event-specific press releases• VIP luncheon with AASP-MN Board of Directors (priceless!)
<p><u>GOLD SPONSOR</u> \$2500</p> <p>➤ Leadership Conference Education & Vendor Display (\$2000 value) Please select the session you'd like to sponsor below. ____ Luncheon Keynote Address (4 available) ____ Closing General Session (1 available) ____ Mechanical-specific breakout (2 available) ____ Collision-specific breakout (1 available) ____ Breakout session for all (1 available) ____ Roundtable discussions (1 available)</p> <p>➤ Race for Education Event Sponsor (Race teams sold separately) (\$500 value)</p> <p>➤ Golf Hole Sponsor (Golfing sold separately) (\$350 value)</p> <p>➤ Membership (\$350 value)</p> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto; margin-right: auto;">A \$3200 value!</div>	<p>Benefits:</p> <ul style="list-style-type: none">• Logo recognition as Gold Sponsor at all AASP-MN events, Annual Meeting & Leadership Conference marketing materials & <i>AASP News</i> magazine during 2021• Logo recognition on AASP-MN's website sponsor page with website link• Complimentary registration for 2 people at AASP-MN Annual Meeting & Leadership Conference (\$400 value)• Display your company's literature/promotional items during breaks and dedicated vendor showcase at the AASP-MN Annual Meeting & Leadership Conference• Recognition as Race for Education event sponsor• Recognition and participation as a hole sponsor at the 26th Annual AASP-MN Golf Outing• Gold Sponsor ribbon for all company personnel attending events• Recognition in industry-wide press release announcing sponsors as well as event-specific press releases• VIP luncheon with AASP-MN Board of Directors (priceless!)

<p><u>SILVER SPONSOR</u> \$1500</p> <ul style="list-style-type: none"> ➤ Leadership Conference Vendor (\$500 value) ➤ Event Perks & Spiffs (\$500 value) <ul style="list-style-type: none"> Please select the event you'd like to sponsor below. _____ Race for Education Dinner & Awards _____ Leadership Conference Refreshment Break (2 available) _____ Leadership Conference Vendor Reception (3 available) _____ Golf Outing Trinkets, Signage &/or Prizes (2 available) _____ Golf Outing Reception Following Golf (4 available) ➤ Golf Hole Sponsor (Golfing sold separately) (\$350 value) ➤ Membership (\$350 value) <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto; margin-right: auto;">A \$1700 value!</div>	<p>Benefits:</p> <ul style="list-style-type: none"> • Name recognition as Silver Sponsor at all AASP-MN events, Annual Meeting & Leadership Conference marketing materials & <i>AASP News</i> magazine during 2021 • Name recognition on AASP-MN's website sponsor page with website link • Complimentary registration for 1 person at AASP-MN Annual Meeting & Leadership Conference (\$200 value) • Display your company's literature/promotional items during breaks and dedicated vendor showcase at the AASP-MN Annual Meeting & Leadership Conference • Recognition and participation as a hole sponsor at the 26th Annual AASP-MN Golf Outing • Silver Sponsor ribbon for all company personnel attending events • Recognition in industry-wide press release announcing sponsors • VIP luncheon with AASP-MN Board of Directors (priceless!)
<p><u>BRONZE SPONSOR</u> \$1000</p> <ul style="list-style-type: none"> ➤ Leadership Conference Vendor <u>or</u> Race for Education Event Sponsor (Race teams sold separately) (\$500 value) ➤ Membership (\$350 value) ➤ Meeting Sponsorship (\$250 value) <ul style="list-style-type: none"> Please select the meeting you'd like to sponsor below. _____ BS Session (meeting for collision shops) (3 available) _____ Mech XChange (meeting for mechanical shops) (3 available) _____ Board of Directors Meeting (4 available) _____ Committee Meeting (<i>circle preference</i>) <ul style="list-style-type: none"> a. Collision Advisory (4 available) b. Mechanical Advisory (4 available) c. Governmental & Reg. Affairs d. Scholarship <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto; margin-right: auto;">A \$1100 value!</div>	<p>Benefits:</p> <ul style="list-style-type: none"> • Name recognition as Bronze Sponsor at all AASP-MN events & <i>AASP News</i> magazine during 2021 • Name recognition on AASP-MN's website sponsor page with website link • Complimentary registration for 1 person at AASP-MN Annual Meeting & Leadership Conference (\$200 value) and display your company's literature/promotional items during breaks and dedicated vendor showcase at the AASP-MN Annual Meeting & Leadership Conference <u>or</u> Recognition as Race for Education event sponsor • Bronze Sponsor ribbon for all company personnel attending events • Recognition in industry-wide press release announcing sponsors
<p><u>ALA-CARTE</u></p> <ul style="list-style-type: none"> ➤ Customize your own package with our Ala-Carte options 	<p>Benefits:</p> <ul style="list-style-type: none"> • Flexibility to pick and choose what you'd like to support • Discount based upon the total amount and commensurate with the sponsorship packages of like amount.

TERMS & CONDITIONS

Sponsorship program opportunities are based on availability and cannot be processed without a signed sponsorship form. In order to guarantee benefits outlined, **sponsorship form must be received no later than December 1, 2020**, and payment(s) must be received by the due date. AASP-MN's recognition of sponsors in no way constitutes AASP-MN's endorsement of the sponsor's products or services. Each sponsorship is limited to one organization. Termination due to change of circumstances: AASP-MN shall have the right to terminate its obligations under this Agreement, upon notice to the Sponsor, in the event the Sponsor is, or any of its officers or directors are, the subject of, or involved in bankruptcy, court action or some other type of scandal, event or occurrence which results in adverse publicity within the industry or general public which, in the reasonable and good faith opinion of AASP-MN, could disparage or impair the reputation and integrity of AASP-MN if the Sponsorship was not terminated. No refund: If AASP-MN terminates its obligations under this Agreement pursuant to the preceding paragraph of this Agreement, AASP-MN is under no obligation to return any payments already made by the Sponsor to AASP-MN.

Questions? Call the AASP-MN office at 612-623-1110.

2021 SPONSORSHIP AGREEMENT

Name: _____ Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Signature: _____ Date: _____

We hereby agree to become a 2021 AASP-MN sponsor and will abide by the terms and conditions outlined.

	Ala-Carte (Circle choices)	Platinum \$3500	Gold \$2500	Silver \$1500	Bronze \$1000
Membership* (Required with any Ala-Carte Package)	\$350*	X	X	X	X
Leadership Conference Education	\$1500	X	X		
MNCARS Workforce Initiative Donation	\$1000	X			
Leadership Conference Vendor	\$500	X	X	X	____ Choose one
Race for Automotive Education	\$500	X	X		____ Choose one
Event Perks & Spiffs Please select one: <input type="checkbox"/> Race for Automotive Education Dinner & Awards <input type="checkbox"/> Leadership Conference Refreshment Break <input type="checkbox"/> Leadership Conference Vendor Reception <input type="checkbox"/> Golf Outing Trinkets, Signage & Prizes <input type="checkbox"/> Golf Outing Reception following Golf	\$500			X	
Golf Hole	\$350	X	X	X	
Meetings Please select one: <input type="checkbox"/> BS Session (open to all collision shops) <input type="checkbox"/> Mech XChange (open to all mechanical shops) <input type="checkbox"/> Board of Directors Meeting <input type="checkbox"/> Committee Meeting (please indicate meeting below) a. Collision Advisory b. Mechanical Advisory c. Governmental & Regulatory Affairs d. Scholarship	\$250				X
Sub-Total:	\$ _____	\$3500	\$2500	\$1500	\$1000
Is your Ala-Carte package over \$2,000? If so, - 200.00 over \$1,000? If so, - 100.00 under \$1,000? If so, - 50.00	\$ _____				
Help support AASP-MN's initiative to recruit young people into the automotive industry with a donation to MNCARS	\$ _____	Included	\$ _____	\$ _____	\$ _____
Grand Total:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

PAYMENT PLAN: _____ Annually (due 1/1/21) or _____ Bi-annually (due 1/1/21 and 6/1/21)

Sponsor agreement must be received by December 1, 2020, and payments received by due date to guarantee outlined benefits.

RETURN BY DECEMBER 1, 2020 TO: AASP-MN, 1970 Oakcrest Ave., Suite 102, Roseville, MN 55113 / Email: aasp@aaspmn.org