

# Become a Corporate Partner with

# ASCCA

Maximize your exposure to thousands of Automotive Service Professionals and support California's leader in Automotive Industry Advocacy since 1940.

TO ELEVATE AND UNITE AUTOMOTIVE PROFESSIONALS AND GIVE THEM VOICE

As an ASCCA Corporate Partner, you will earn the ASCCA seal of approval, letting our members know your company is:

- *A loyal friend of ASCCA and the automotive service profession*
- *Uniquely able to provide quality services at a special rate to improve their bottom line*
- *A leader in the industry*

In return for your investment in ASCCA, your business will receive:

- *Maximum exposure to ASCCA's members*
- *Membership in California's largest automotive service community*
- *First consideration by members seeking new partnerships for their businesses*
- *Receive updated ASCCA membership mailing lists to help with your targeted advertising.*
- *Influence in California's legislative & regulatory process and access to industry leaders*

**ASCCA** is an association of independent automotive service and repair facilities in California, and many other associated businesses in the Automotive Aftermarket Industry. Our dedicated members play a key role in shaping this segment of the aftermarket industry. ASCCA consists of approximately 800 Members, and most are independent shop owners.

## Automotive Service Councils of California

One Capitol Mall, Suite 800, Sacramento, CA 95814

P: (800) 810.4272 | F: (916) 444.7462

info@ascca.com | www.ascca.com



*Professionals in Automotive Service ~Since 1940*

# The **PURPOSE**

of our association is to elevate and unite automotive professionals and give them a voice. Our goal is to ensure that the ASCCA name means skilled professionalism and inspired customer trust. ASCCA is dedicated to the development of leaders through education and professional development, unique networking opportunities and industry alliances. Members represent every facet of our activities, and we strive to serve their best interests in everything we do.



**DISCOVER** how ASCCA can help you build your business and how you can be a part of our vision to grow and support our industry by leveraging the ASCCA brand. Becoming involved and engaged as a partner and member will help you grow your business and take advantage of all that ASCCA has to offer. By donating to the association, your company will be recognized as a partner and friend of ASCCA. Partnership with your brand will be advertised in our newsletters, at our events, and on our website. Your support will maximize your exposure to industry leaders throughout the year while enabling ASCCA to advocate on behalf of independent automotive service and repair facilities.

# Corporate Partnership Opportunities

## MEDIA MATERIAL

Please provide via e-mail to [amullinax@amgroup.us](mailto:amullinax@amgroup.us) the following information exactly as it should appear in ASCCA membership promotional materials: Company Contact Information, Brief Product/Service Description, Company logo in JPEG or TIF format, Advertising in a PDF, JPEG, TIF.

Partnership Level	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
<b>BENEFITS</b>					
Associate Membership in ASCCA for 1-year*	\$495 Value	\$495 Value	\$495 Value	<b>Additional Associate Membership Required</b>	
Access to ASCCA Membership Mailing List	\$750 Value	\$750 Value	\$750 Value	\$750 Value	\$750 Value
ASCCA Electronic Newsletter (WYNTK)	Premium Placement of Banner Ad at the Very Top of Newsletter with Company Logo & Link to Company Website for 1 year \$2000 Value	Premium Placement of Company Logo & Link to Company website inside the Newsletter for 1 year \$1,800 Value	Premium Placement of Company Logo & Link to Company Website in side bar of Newsletter for 1 year \$1,600 Value	Company Logo & Link to Company Website at the bottom of the Newsletter for 1 year \$1,400 Value	Company Logo at the bottom of the Newsletter for 1 year \$1,200 Value
Website Sponsor Listing	Premium Placement of Banner Ad on Home Page. Logo, Contact Info, Live Link, & Description for 1 Year \$1,700 Value	On Supporting Vendor tab, Logo, Contact Info, Live Link, & Description for 1 Year \$1,200 Value	On Supporting Vendor tab, Logo, Contact Info, Live Link, 1 Year \$900 Value	On Supporting Vendor tab, Logo, Contact Info, 1 Year \$700 Value	On Supporting Vendor tab, Logo, 1 Year \$500 Value
ASCCA Quarterly Newsletter Buyer's Guide Contact Listing (Separate from ad)	Company name in Buyer's Guide for 1 year \$1,000 Value	Company name in Buyer's Guide for 1 year \$1,000 Value	Company name in Buyer's Guide for 1 year \$1,000 Value	Company name in Buyer's Guide for 1 year \$1,000 Value	Company name in Buyer's Guide for 1 year \$1,000 Value
Press Release to all ASCCA Members Announcing Partnership	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive
Company Information listed in the ASCCA Advantage	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive
Company Marketing Material in All New Member Welcome Packets	\$200 Value	\$200 Value	\$200 Value	\$200 Value	\$200 Value
Company Name & Contact Information in All Potential Member Recruitment Packets	\$200 Value	\$200 Value	\$200 Value	\$200 Value	\$200 Value
Direct Promotional Email Marketing to ASCCA Member	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive	Corporate Sponsor Exclusive		
ASCCA Quarterly Newsletter Advertising	4 x 1/2 Page Color Ad, \$1,800 Value	3 x 1/4 Page Color Ad, \$1,350 Value	2 X 1/4 Page Color Ad, \$1,200 Value	1 X 1/4 Page Color Ad, \$450 Value	
Team Weekend	Company Name & Logo Listed as Sponsor, plus full page ad at 4x Team Weekends \$7,000 Value	Company Name & Logo Listed as Sponsor and 1 full page ad at 1x Team Weekend \$3,500 Value	Company Name & Logo displayed as sponsor of 1x Team Weekend \$2,500 Value		
<b>Total Package Value</b>	<b>\$15,145</b>	<b>\$10,495</b>	<b>\$8,845</b>	<b>\$4,700</b>	<b>\$3,850</b>

Questions about Corporate Partnerships should be directed to Anne Mullinax at (916) 924-9054 x116.

\* MEMBERSHIP TERMS: Membership in ASCCA will be based on the anniversary date that the Corporate Partnership was received. Membership is billed in quarterly installments; however, for the first year that billing will be waived. At the end of the 1-year term membership continuance is contingent on a renewed Corporate Partnership or membership dues payment.

# Become a Corporate Partner with **ASCCA**

## CORPORATE PARTNERSHIP FORM

Partner Information *Please print clearly.*

Contact \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Partnership Level

*Please indicate the Partnership level enclosed.*

*Partnership Amount Enclosed* \$ \_\_\_\_\_

## PAYMENT INFORMATION

- Check made payable to ASCCA  
 Please charge my:  
 MasterCard  VISA  AmEx

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Zip Code \_\_\_\_\_ CV2 \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

### CANCELLATIONS

Cancellations must be made in writing. A refund, less a \$100 administrative fee will be assessed.

### *ASCCA Contact Information*

MAIL PARTNERSHIP FORM TO:  
One Capitol Mall, Suite 800  
Sacramento, CA 95814

FAX FORM TO:  
ASCCA: (916) 444-7462

QUESTIONS?  
CALL: (916) 924-9054 X116 or  
E-Mail: [amullinax@amgroup.us](mailto:amullinax@amgroup.us)