



## ASA Illinois 2020 Sponsorship Levels

### All Sponsors are Associate Members of ASA Illinois

**Sponsors at any level receive ALL Benefits of being an Associate Member PLUS many other benefits outlined on the following pages.**

### Associate Membership: \$500

- As an Associate Member, you gain access to our member shops through our annual Summit, meetings, training and social events, email promotions and our website.
- NEW for 2020: As an Associate Member, you will get an exhibit space at our 2020 ASA Illinois Summit and Expo on Friday and Saturday, October 2 – 3 at UTI. \*See below for more information. Value = more than \$500.

**Maximize Your Benefit:** Provide a hands-on tactile experience for attendees. Offer a special promotion during the show and/or in advance of the show.

- Associate Members are invited to attend any of our Chapter Meetings and have the opportunity to sponsor Chapter Meetings at an additional cost.
- Your Associate Member listing information will be placed on the Associate Member pages on the ASA Illinois website at [AsaIllinois.org](http://AsaIllinois.org). Your listing can link to your website if you provide link.

**Maximize Your Benefit:** Create a special landing page on your website to link from the ASA Illinois website, to promote your support of ASA and any special benefits you are offering to our member shops. Your page could also promote your participation in ASA events.

### \* **Additional information about the 2020 ASA Illinois Summit and Expo:**

- Association member spaces are 10-feet wide. Some spaces may be more than 10-feet deep.
- We are hoping exhibitors will provide hands-on tactile experiences for attendees. We encourage you bring equipment, tools, etc. to maximize your interaction with attendees.
- Vehicles and large equipment will be acceptable in the Expo Hall on a limited basis. Since the Expo will be in a technical lab environment, the room is compliant with exhaust capabilities.
- Tables and other exhibit rentals will be available at an additional cost.
- Additional information will be provided in the Exhibitor information Packet for the 2020 ASA Illinois Summit & Expo.



## ASA Illinois 2020 Sponsorship Levels

### SILVER Sponsor: \$1,500

**You'll receive ALL of the above benefits of being an Associate Member, PLUS:**

- Your logo and listing information will be placed in a prominent location on the ASA Illinois website at [ASAillinois.org](http://ASAillinois.org). Your logo and listing will link to your web site. Value = \$500

**Maximize Your Benefit:** Create a special landing page on your website, for all links coming directly from ASA Illinois. The page can promote your support of ASA and any special benefits you are offering to our member shops. Your page could also promote your participation in ASA events such as chapter meetings, scholarships and training events.

- Your logo will be included in all emails sent by ASA Illinois to our database of over 3,000 shops owners, managers and technicians. Value = \$500+
- You can promote your company and brand through a promotional email sent to our members and/or email list, including a link to your website or special landing page. Regular Cost = \$500
- Executive staff or a member of the ASA Illinois Board of Directors will accompany your representative in visits to shops in a specific geographical area, for one 4-hour canvassing day. Regular Cost = \$750
- Your company will become a sponsor for one Chapter Meeting, where you will be able to make a brief presentation to the group. Regular Cost = \$750
- Offer a special benefit to ASA Illinois Members for extra exposure and loyalty from our member shops! This special benefit will be promoted through an email blast and on our Facebook page.
- **NEW for 2020: Your company will be a Silver Sponsor for our 2020 ASA Illinois Summit and Expo on Friday and Saturday, October 2 – 3 at UTI.**
  - Sponsors will receive an exhibit space that is at least 10-feet wide as requested. Some spaces may be more than 10-feet deep.
  - Sponsors get priority booth selection.
  - Vehicles and large equipment will be acceptable in the Expo Hall on a limited basis.
  - Sponsors also receive table(s) and chairs for their exhibit if desired.
  - Your banner will be prominently displayed at the event (if supplied to ASA Illinois.)
  - Sponsor logo will be included on promotional materials and in all email blasts about the event.
  - Value = \$1,500

**Maximize Your Benefit:** Provide a hands-on tactile experience for attendees. Offer a special promotion during the show and/or in advance of the show.



## ASA Illinois 2020 Sponsorship Levels

### GOLD Sponsor: \$2,500

**You'll receive ALL of the benefits of being an Associate Member and ALL of the benefits of being a SILVER Sponsor, PLUS:**

- Your logo will be placed on the Home page of the ASA Illinois website at [www.ASAIllinois.org](http://www.ASAIllinois.org), acknowledged as a Gold Sponsor.
- Your logo will also be placed with a Gold Sponsor listing on the Associate Member pages on the ASA Illinois website. Your logo and listing will link to your website and promote any special benefits you are offering to our member shops.
- Executive staff or a member of the ASA Illinois Board of Directors will accompany your representative in visits to shops in a specific geographical area, for one 4-hour canvassing day. Regular Cost = \$750
- Your company will become a sponsor for up to three Chapter Meetings (different chapters), where you will be able to make a brief presentation to the group. Regular Cost = \$750
- Your logo will be included in all email blast promotions sent by ASA Illinois.
- Your company will be recognized in a special promotional email or e-newsletter feature article, to be sent to our complete email database of over 3,000 contacts. The feature will incorporate your logo and link to your company website or special landing page. Regular cost = \$1,000
- Your company will be featured in special ASA Illinois Facebook posts throughout the year and may include one video if written information and video are provided by your company.
- **NEW for 2020: Your company will be a Gold Sponsor for our 2020 ASA Illinois Summit and Expo on Friday and Saturday, October 2 – 3 at UTI.**
  - Sponsors will receive an exhibit space that is at least 20-feet wide as requested. Some spaces may be more than 10-feet deep.
  - Sponsors get priority booth selection.
  - Vehicles and large equipment will be acceptable in the Expo Hall on a limited basis.
  - Sponsors also receive additional table(s) and chairs for their exhibit if desired.
  - Your banner(s) will be prominently displayed at the event (if supplied to ASA Illinois.)
  - Sponsor logo will be included on promotional materials and in email blasts on the event.
  - Your company will be noted as the sponsor for one training sessions at the event.
  - Value = \$2,500

**Maximize Your Benefit:** Provide a hands-on tactile experience for attendees. Offer a special promotion during the show and/or in advance of the show.

***Gold Sponsorship Benefits continued on next page...***



## ASA Illinois 2020 Sponsorship Levels

### **GOLD Sponsor: \$2,500** *(benefits continued from previous page)*

- **You will be a Gold Sponsor of the 2020 Summit for Owners & Managers on Friday, October 2 in conjunction with the 2020 Summit. Regular Cost = \$2,500**

Benefits of this sponsorship will include:

  - Vendor attendance is limited to Gold, Platinum and Diamond Sponsors.
  - Your banners prominently displayed at the event (if supplied to ASA Illinois.)
  - Your logo prominently on the ASA Illinois website.
  - Logo on promotional materials and in all email blasts about the event.
  - Acknowledgement at the event through announcements and in the handout binders.
  
- **You will be a featured vendor participating in the Speed Networking with Vendors lunch during the Summit for Owners & Managers** where you will be able to make a brief presentation and connect with dozens of shop owners.



## ASA Illinois 2020 Sponsorship Levels

### PLATINUM Sponsor: \$5,000

**You'll receive ALL of the benefits of being an Associate Member and ALL of the benefits of being a SILVER Sponsor, PLUS:**

- Your logo will be placed on the Home page of the ASA Illinois website at [www.ASAillinois.org](http://www.ASAillinois.org), acknowledged as a Platinum Sponsor.
- Your logo will also be placed with a Platinum Sponsor listing on the Associate Member pages on the website. Your logo and listing will link to your website or a special landing page and promote your Platinum Sponsor support of ASA and any special benefits you are offering to our member shops.
- Executive staff or a member of the ASA Illinois Board of Directors will accompany your representative in visits to shops in a chosen geographical area, for two 4-hour canvassing days. Regular Cost = \$1,500
- Your company will become a sponsor for up to five Chapter Meetings (different chapters), where you will be able to make a brief presentation to the group. Regular Cost = \$1,250
- Your logo will be included in all email blast promotions sent by ASA Illinois.
- Your company will be recognized in a special promotional email or e-newsletter feature article, to be sent to our complete email database of over 3,000 contacts. The feature will incorporate your logo and link to your company website or special landing page. Regular cost = \$1,000
- Your company will be featured in special Facebook posts throughout the year and may include a video if written information and video are provided by your company.
- **Your Platinum Sponsorship will make you THE Exclusive Sponsor of one of the H.O.T.T. Hands-On Tech Training events scheduled for 2020.** Regular Cost = \$5,000

Benefits of this sponsorship will include:

- Your banners prominently displayed at all H.O.T.T. events.
- Your logo prominently displayed on H.O.T.T. pages of the ASA Illinois website.
- Your logo on promotional materials and included in all email blasts about the event.
- Your logo on the handout binders.
- Acknowledgement at the event through announcements.
- A special discount code can be provided for your shop customers.

**Maximize Your Benefit:** Enhance your exposure as an Exclusive Sponsor of the H.O.T.T. training series by distributing promotional brochures via your sales and marketing activities.

***Platinum Sponsorship Benefits continued on next page...***



## ASA Illinois 2020 Sponsorship Levels

### PLATINUM Sponsor: \$5,000 (benefits continued from previous page)

- Your company will be featured in a news release sent to industry and regional media, promoting your support of the independent repair shops in the region and may cover additional subject matter to be determined and created in cooperation with ASA Illinois.
- **NEW for 2020: Your company will be a Platinum Sponsor for our 2020 ASA Illinois Summit and Expo on Friday and Saturday, October 2 – 3 at UTI.**  
Benefits of this sponsorship will include:
  - Sponsors will receive an exhibit space that is at least 20-feet wide as requested. Some spaces may be more than 10-feet deep.
  - Sponsors get priority booth selection.
  - Vehicles and large equipment will be acceptable in the Expo Hall on a limited basis.
  - Sponsors also receive additional table(s) and chairs for their exhibit if desired.
  - Your banner(s) will be prominently displayed at the event (if supplied to ASA Illinois.)
  - Sponsor logo will be included on promotional materials and in all email blasts about the event.
  - Your company will be noted as the sponsor for two training sessions at the event.
  - Value = \$5,000

**Maximize Your Benefit:** Provide a hands-on tactile experience for attendees. Offer a special promotion during the show and/or in advance of the show.

- **You will be a Platinum Sponsor of the 2020 Summit for Owners & Managers on Friday, October 2 in conjunction with the 2020 Summit.** Regular Cost = \$5,000  
Benefits of this sponsorship will include:
  - Vendor attendance is limited to Gold, Platinum and Diamond Sponsors.
  - Your banners prominently displayed at the event (if supplied to ASA Illinois.)
  - Your logo prominently displayed on the ASA Illinois website.
  - Your logo on promotional materials and included in all email blasts about the event.
  - Acknowledgement at the event through announcements and in the handout binders.
- **You will be a featured vendor participating in the Speed Networking with Vendors lunch during the Spring Summit for Owners & Managers** where you will be able to make a brief presentation and connect with dozens of shop owners.