

NEW!



2021

**ARA ANNUAL
SHOWCASE
SPONSORSHIP**



Brand New for 2021 – ARA's new ONE YEAR sponsorship opportunity extends above and beyond the ARA annual event. It positions your company as an ARA partner and industry leader.

With the launch of our new **Annual Showcase Sponsorship opportunities**, your company is not only in front of attendees at one of the world's largest gatherings of automotive recycling professionals – the 78th Annual Convention & Expo scheduled for November 10-13 in Dallas, TX – **your company is positioned as a supporting partner to ARA all year long.**

Each level offers unique opportunities to align with ARA as a trusted partner to the automotive recycling industry, reaching top-tier auto recyclers. You will have exposure in a multitude of ARA Media Products, as well as at the annual Convention & Expo!

Your commitment to ARA by **March 5th** ensures your company gets premium exposure as soon as possible!

More Benefits! Partner with ARA for Maximum Exposure ALL YEAR LONG!

Inquire Today!

E-mail **Kim@a-r-a.org** today to discuss your showcase package!

	SUSTAINING PARTNER \$50,000	SIGNATURE PARTNER \$40,000	POWER PARTNER \$30,000
PRINT REACH	<ul style="list-style-type: none"> Inclusion in PARTNER SHOWCASE page with Logo in 6 issues of <i>Automotive Recycling Magazine</i> Special Recognition in printed <i>ARA Annual Buyer's Guide</i> Special Thanks Recognition in <i>2022 Membership Directory</i> FREE AD in <i>ARA 2021 Convention Program Guide</i> Fly-In Postcard Insert in ONE (1) issue of <i>2021 Automotive Recycling Magazine</i> (1,200 inserts must be provided at issue advertising due date) Insert Polybag Insert in ONE (1) issue of <i>2021 Automotive Recycling Magazine</i> (May - June release)** Additional opportunities will be added as they are deemed appropriate 	<ul style="list-style-type: none"> Inclusion in PARTNER SHOWCASE page with Logo in 6 issues of <i>Automotive Recycling Magazine</i> Special Recognition in printed <i>ARA Annual Buyer's Guide</i> Special Thanks Recognition in <i>2022 Membership Directory</i> Special Thanks Recognition in <i>ARA 2021 Convention Program Guide</i> Insert Polybag Insert in ONE (1) issue of <i>2021 Automotive Recycling Magazine</i> (May - June release)** Additional opportunities will be added as they are deemed appropriate 	<ul style="list-style-type: none"> Inclusion in PARTNER SHOWCASE page with Logo in 6 issues of <i>Automotive Recycling Magazine</i> Special Thanks Recognition in <i>2022 Membership Directory</i> Special Thanks Recognition in <i>ARA 2021 Convention Program Guide</i> Additional opportunities will be added as they are deemed appropriate
DIGITAL REACH	<ul style="list-style-type: none"> COMPANY LOGO (w/link) under SUPPORTERS SLIDER on ARA website homepage 7-minute webinar on <i>AutoRecyclingBuyersGuide.com</i> for 2021 (will load two weeks after submission) with unlimited blog access Ongoing Recognition in ARA eNewsletter Company logo on PARTNER SHOWCASE page of ARA website (w/link) Recognition as "Sustaining Partner" of monthly Webinars (3) Inclusion on SHOWCASE PARTNER page of ARA Mobile App Mention as "Sustaining Partner" in TWO (2) Facebook Live Events of choice SIX (6) Social Media Shout Outs 	<ul style="list-style-type: none"> COMPANY LOGO (w/link) under SUPPORTERS SLIDER on ARA website homepage 3-minute video on <i>AutoRecyclingBuyersGuide.com</i> for 2021 (will load two weeks after submission) with unlimited blog access Ongoing Recognition in ARA eNewsletter Company logo on PARTNER SHOWCASE page of ARA website (w/link) Recognition as "Signature Partner" of ONE (1) monthly webinar Inclusion on SHOWCASE PARTNER page of ARA Mobile App 	<ul style="list-style-type: none"> COMPANY LOGO (w/link) under SUPPORTERS SLIDER on ARA website homepage FOUR (4) BLOG SUBMISSIONS for 2021 (single entry per quarter) on <i>AutoRecyclingBuyersGuide.com</i> (will load two weeks after submission) Ongoing Recognition in ARA eNewsletter Company logo on PARTNER SHOWCASE page of ARA website (w/link)
EXPOSURE	<ul style="list-style-type: none"> Introduce ONE Chosen Event (excludes Mobile App; see choices below) on stage (not to exceed 3-minutes) Company logo included on Convention e-blasts (w/link) ONE e-blast promo prior to Convention (individual) Company logo included on ARA 78TH ANNUAL CONVENTION page of ARA website (from Sept - Nov) 	<ul style="list-style-type: none"> Company logo included on Convention e-blasts (w/link) ONE (1) e-blast promo prior to Convention (individual) Company logo included on ARA 78TH ANNUAL CONVENTION page of ARA website (from Sept - Nov) 	<ul style="list-style-type: none"> Company logo included on Convention e-blasts (w/link) ONE (1) e-blast promo prior to Convention (group) Company logo included on ARA 78TH ANNUAL CONVENTION page of ARA website (from Sept - Nov)
CONVENTION PACKAGE	<ul style="list-style-type: none"> EXCLUSIVE SPONSOR OF: (choose one) <ul style="list-style-type: none"> Thursday Evening Past Presidents Friday Evening Awards Dinner & Gavel Passing Ceremony Mobile App Complimentary meeting space for up to FOUR (4) hours (day to be mutually agreed upon between sponsor and ARA) TWO (2) complimentary 10' x 10' booth spaces Complimentary in-booth basic internet ONE (1) complimentary booth furniture package FOUR (4) complimentary full Convention registrations Logo branded giveaways/collateral in attendee registration packets** Company logo on name badges and lanyards 	<ul style="list-style-type: none"> EXCLUSIVE SPONSOR OF: (choose one) <ul style="list-style-type: none"> Friday Exposition Luncheon Saturday Exposition Breakfast Complimentary meeting space for up to TWO (2) hours (day to be mutually agreed upon between sponsor and ARA) ONE (1) complimentary 10' x 10' booth space Complimentary in-booth basic internet ONE (1) complimentary booth furniture package THREE (3) complimentary full Convention registrations Logo branded giveaways/collateral in attendee registration packets** Company logo on Convention totes 	<ul style="list-style-type: none"> EXCLUSIVE SPONSOR OF: (choose one) <ul style="list-style-type: none"> LARA Breakfast or Luncheon Meeting Friday Afternoon Break in Exposition ONE (1) complimentary 10' x 10' booth space Complimentary in-booth basic internet ONE (1) complimentary full Convention registrations ONE (1) complimentary additional exhibitor registration Company logo on hotel room keys
VIRTUAL EVENT	<ul style="list-style-type: none"> 3-minute video on ARA Convention webpage* Large booth space on virtual platform with Upgraded Package Top branding on main pages of virtual platform and additional pages as space allows Top recognition in general virtual Convention signage 	<ul style="list-style-type: none"> 1.5-minute video on ARA Convention webpage* Large booth space on virtual platform with Upgraded Package Secondary branding on main pages of virtual platform and additional pages where available Highlight recognition in general virtual Convention signage 	<ul style="list-style-type: none"> Branding on virtual platform pages as space allows Large booth space on virtual platform with Upgraded Package General recognition in general virtual Convention signage

Yes, we want to sponsor ARA!

Company Name _____

Contact _____ Phone _____ Email _____

Address _____

City/State/Province _____ Zip/Postal Code _____ Country _____

Payment Method

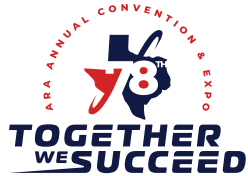
- Send Invoice to Address Listed Above
- Check Enclosed Made Payable to: Automotive Recyclers Association
Check No.: _____ (Must be U.S. Funds. See Note for Mail Instructions.)
- Charge to My: VISA MasterCard American Express

Note - To send a check, mail it with a copy of this form to: ARA, 9113 Church Street, Manassas, VA 20110. You must also still send **this form** to Kim Glasscock (noted below) to secure your choice of sponsorship (first-come basis).

Name on Card (type or print) _____

Credit Card # _____ Expiration Date _____ Security Code _____

Signature _____



TO SECURE YOUR CHOICE OF SPONSORSHIP, SEND THIS FORM WITH PAYMENT ASAP.
EMAIL THIS FORM TO:

Automotive Recyclers Association
c/o Award Winning Events
ATTN Kim Glasscock
EMAIL Kim@a-r-a.org



NOTES ON CONVENTION SPONSORED ITEMS

*Must be submitted to ARA no later than September 8th for review, approval and inclusion. Where it will be located is to be determined by show management.

Quantity of 750 - Items must be received at ARA headquarters no later than September 9th for inclusion in packets – **no exceptions.

***Insert must be no bigger than 8.5" x 11" and no thicker than a tri-fold brochure.

NOTE: Virtual Event Package pertains to Live/Virtual Hybrid Event in Dallas, or Online Virtual Event should the times prevail.

ARA ANNUAL SHOWCASE SPONSORSHIP

- SUSTAINING PARTNER \$50,000**
- SIGNATURE PARTNER \$40,000**
- POWER PARTNER \$30,000**



- PREMIERE \$25,000**
- DIAMOND \$20,000**
- GOLD \$15,000**
- SILVER \$10,000**
- BRONZE \$5,000**
- ASSOCIATE \$2,500**

WE THANK YOU FOR YOUR GENEROUS SUPPORT!

TOTAL SPONSORSHIP AMOUNT

\$