

## The Canadian Carwash Association

### MISSION

The Canadian Carwash Association's core mission is to promote the carwash industry by supporting its national membership as a central source of industry knowledge, awareness, education, lobbying, member benefits, and through facilitating the sharing of knowledge and best practices.

### VISION

Create a common venue for all members of the Canadian Carwash Association to learn, share, benefit and grow their business to greater profitability and health.

### CCA OBJECTIVES

- › Communicate to the media and consumers the environmental and economic benefits of professional carwashing.
- › Promote sensible, effective environmental standards and supportive legislation.
- › Provide educational opportunities designed to promote the highest ethical and professional business practices.
- › Provide carwash operators with tangible, cost-saving benefits.
- › Provide networking opportunities for the exchange of information designed to improve the performance and services offered by professional carwashes.
- › Promote standards, services, benefits and activities of the CCA to all Canadian carwash operators.

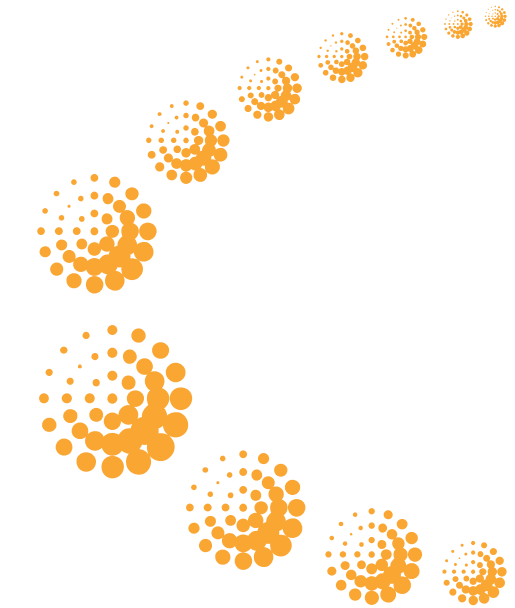
[www.canadiancarwash.ca](http://www.canadiancarwash.ca)

Dedicated to  
Sharing Knowledge  
and Best Practices



**CANADIAN  
CARWASH  
ASSOCIATION**

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2009/2010  
Sponsorship  
Opportunities



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## Associate Memberships

The destinies of the carwash industry, oil companies and suppliers are inextricably linked. For this reason, the Canadian Carwash Association actively promotes cooperation between the three groups—one that results in a truly effective union that has significant influence on the industry's business and legislative environments. In this way, CCA plays its part in helping ensure the future economic health of the industry as a whole. Additional financial support for CCA's ambitious program is achieved by encouraging suppliers to become active Associate Members of the Canadian Carwash Association.

### Associate Membership Fees

Basic Associate Membership . . . . . \$275

### Associate Membership Sponsorship

Platinum Associate Membership . . . . . \$4,500  
 Gold Associate Membership . . . . . \$3,000  
 Silver Associate Membership . . . . . \$1,500  
 Bronze Associate Membership . . . . . \$750

GST extra where applicable.

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## ASSOCIATE MEMBER SPONSORSHIP LEVELS AND BENEFITS

| ASSOCIATE MEMBER BENEFITS          | PLATINUM | GOLD | SILVER | BRONZE | ASSOCIATE MEMBER |
|------------------------------------|----------|------|--------|--------|------------------|
| Associate Membership               | ✓        | ✓    | ✓      | ✓      | ✓                |
| New Operator Starter Kit           | ✓        | ✓    | ✓      | ✓      |                  |
| CARWACS Workshops                  | ✓        | ✓    | ✓      | ✓      |                  |
| Golf Tournament                    | ✓        | ✓    | ✓      |        |                  |
| Two Additional Golf Tickets        | ✓        | ✓    |        |        |                  |
| Website Banner Beside Listing      | ✓        | ✓    |        |        |                  |
| Newsletter Advertisement           | ✓        |      |        |        |                  |
| Website Home Page Banner Ad & Link | ✓        |      |        |        |                  |

### Explanation of Benefits

Associate Membership **\$275 value**

**New Operator Starter Kit**  
 100 promotion pieces (8-1/2" x 11") included in Starter Kit packages for distribution to new carwash operators. **\$200 value**

**CARWACS Workshops**  
 Logo on promotional material and signage on site at CARWACS **\$300 value**

**Golf Tournament**  
 Logo on promotional material and signage on hole and at the dinner, plus two complimentary tickets. **\$750 value**

**Two Additional Tickets to the Golf Tournament** **\$350 value**

**Website Banner Beside Listing**  
 Stationary banner advertisement and link beside company listing. **\$1,150 value**

**Newsletter Advertisement**  
 Box advertisement (2-1/8" x 2-1/8") in one issue of CCA *Octane* newsletter, which is also mailed to the Membership. **\$300 value**

**Website Home Page Banner Ad & Link**  
 Rotating banner ad on main home page with a direct link to your website. (Maximum five positions available). **\$2,400 value**