

MABA

★ FOUNDDING YEAR 2026

# MICHIGAN AUTO BODY ASSOCIATION

*Sponsorship & Partnership Opportunities*

[www.michiganaba.org](http://www.michiganaba.org) | [info@michiganaba.org](mailto:info@michiganaba.org)

## OUR MISSION

The Michigan Auto Body Association is being established to unite, strengthen, and advocate for collision repair shops across Michigan. We aim to provide legislative representation, education, industry resources, and a collective voice to help shops navigate the evolving challenges of modern collision repair — from insurer relations and OEM certification to technician recruitment and emerging vehicle technology.

## WHY MICHIGAN NEEDS THIS — NOW

Michigan — the birthplace of the American auto industry — is one of only seven states without a dedicated auto body association. Every year, insurance lobbyists work to suppress labor rates, steer consumers away from independent shops, and cut corners on repairs that protect Michigan families. Meanwhile, collision repair professionals have zero unified lobbying representation in Lansing.

The Michigan Auto Body Association will change that. Modeled after ABARI — the Auto Body Association of Rhode Island, the most successful state auto body lobbying organization in the country — MABA will give Michigan's collision repair professionals a unified, powerful voice.

**3,800+**

Licensed collision repair shops in MI

**\$0**

Current lobbying budget for MI body shops

**1 of 7**

States without a dedicated auto body association

*Your sponsorship will directly support the professionals who keep Michigan's vehicles safe and on the road.*

## SPONSORSHIP TIERS

We offer three sponsorship levels designed to fit a range of budgets and engagement goals. All sponsors receive recognition and access to Michigan’s collision repair community.

### PLATINUM PARTNER \$5,000+

- ✓ Premier logo placement on all association materials, website, and event signage
- ✓ Keynote or featured speaking opportunity at annual conference
- ✓ Dedicated booth space at all association events
- ✓ Featured article or spotlight in quarterly newsletter
- ✓ Direct access to association leadership and advisory input on programming
- ✓ Recognition as a Founding Sponsor (first-year partners only)
- ✓ Unlimited attendee passes to association events

### GOLD PARTNER \$2,500 – \$4,999

- ✓ Logo placement on association website, newsletters, and event programs
- ✓ Exhibit or booth space at the annual conference
- ✓ Opportunity to present a sponsored educational session or workshop
- ✓ Mention in press releases and social media announcements
- ✓ Recognition as a Founding Sponsor (first-year partners only)
- ✓ Up to four attendee passes to association events

### SILVER PARTNER \$1,000 – \$2,499

- ✓ Logo on association website with link to sponsor’s site
- ✓ Name recognition in event programs and newsletters
- ✓ Opportunity to provide promotional materials at events
- ✓ Recognition as a Founding Sponsor (first-year partners only)
- ✓ Two attendee passes to association events

## WHAT YOUR SPONSORSHIP SUPPORTS

Every dollar of sponsorship funding goes directly toward building a stronger collision repair community in Michigan.

### Legislative Advocacy

Professional lobbying in Lansing for laws that protect collision repair shops and consumers — fighting for fair labor rates, anti-steering legislation, and OEM repair procedure compliance.

### Education & Training

Industry workshops, I-CAR promotion, OEM certification guidance, and technology seminars to keep Michigan shops at the leading edge.

### Consumer Protection

Building public awareness of consumers' right to choose their shop, demand quality parts, and receive safe, complete repairs.

### Networking & Community

Regional events, an annual conference, online forums, and peer-to-peer learning that connect shops across the state.

### ★ FOUNDING SPONSOR RECOGNITION ★

Sponsors who commit during our inaugural year will receive permanent recognition as Founding Sponsors of the Michigan Auto Body Association — a distinction honored at every future event and in all association materials.

## LET'S BUILD THIS TOGETHER

Michigan built the automobile. Let's protect the people who repair them. Your support at any level helps lay the foundation for a stronger, more connected, and more professional collision repair industry in our state.

### Michigan Auto Body Association

Email: [info@michiganaba.org](mailto:info@michiganaba.org)

Web: [www.michiganaba.org](http://www.michiganaba.org)

*Thank you for investing in the future of Michigan's collision repair industry.*