



MICHIGAN AUTO BODY ASSOCIATION
ESTABLISHED 2025

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

www.michiganaba.org | info@michiganaba.org

OUR MISSION

MABA unites Michigan repair professionals to advocate for the industry, raise the standard of the trade, and protect the safety of every motorist.

Every collision repair is a matter of public safety. When a vehicle is repaired correctly and completely, the families who drive it are protected. MABA exists to hold that standard: advocating for the shops and professionals who serve the public, raising the quality of the trade across Michigan, and ensuring that every repair returns a vehicle to safe, roadworthy condition.

WHY MICHIGAN NEEDS THIS, NOW

Michigan, the birthplace of the American auto industry, has never had a statewide association dedicated solely to collision repair. The rules that govern how Michigan's vehicles are repaired are written in Lansing every session, often without input from the shops and technicians who do the work, and they affect every family on the road.

The Michigan Auto Body Association changes that. Modeled in part on ABARI, the Auto Body Association of Rhode Island, MABA's goal is to build a unified voice for Michigan's collision repair professionals and the drivers they serve.

1,000s

Collision repair shops across
Michigan

\$0

Prior lobbying budget for Michigan
body shops

0

Statewide associations for collision
repair alone before MABA

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



SPONSORSHIP TIERS

We offer four sponsorship levels designed to fit a range of budgets and engagement goals. All sponsors receive recognition and a connection to Michigan's collision repair community. Specific benefits at each level are being finalized by the MABA Board of Directors and will be confirmed with every sponsor.

PLATINUM PARTNER

\$5,000 / year

Our highest level of partnership. Platinum Partners receive premier recognition and the association's deepest engagement opportunities as MABA grows.

Sponsor online for \$5,000, or contribute a greater amount by check.

GOLD PARTNER

\$3,500 / year

A leading level of support with prominent recognition across association materials and events.

Sponsor online for \$3,500, or contribute a greater amount by check.

SILVER PARTNER

\$2,500 / year

Strong support with recognition among the association's founding sponsors.

Sponsor online for \$2,500, or contribute a greater amount by check.

INDUSTRY SUPPORTER

\$1,500 / year

An accessible level for businesses that want to stand with Michigan's collision repair community from the start.

Sponsor online for \$1,500, or contribute a greater amount by check.

★ FOUNDED SPONSOR RECOGNITION ★

Sponsors who commit during our inaugural year will be recognized as Founding Sponsors of the Michigan Auto Body Association, a distinction honored as the association grows.



SPONSOR ONLINE IN SECONDS

Scan this code with your phone camera to go straight to michiganaba.org/sponsors and sponsor by credit card at your chosen tier.



WHAT YOUR SPONSORSHIP **SUPPORTS**

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

LEGISLATIVE MONITORING & ADVOCACY

Tracking the bills that affect Michigan collision repair, alerting the community, and building toward a stronger voice in Lansing for fair labor rates, anti-steering legislation, and OEM repair procedure compliance.

EDUCATION & TRAINING

Industry workshops, training 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, request quality parts, and receive safe, complete repairs.

NETWORKING & COMMUNITY

Events, gatherings, and peer-to-peer connection that link collision repair shops across the state.

ONLINE

Visit michiganaba.org/sponsors to sponsor by credit card at your chosen tier amount.

BY CHECK

For a custom or higher amount, make checks payable to Michigan Auto Body Association and mail to the treasurer:

MABA, c/o Joe Townsend
Dunshee Body and Frame
6585 W KL Ave, Kalamazoo, MI 49009

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.

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



SPONSORSHIP COMMITMENT FORM

Complete this form and mail it with your check to the address below. Prefer to sponsor online by credit card? Visit michiganaba.org/sponsors.

SPONSOR INFORMATION

BUSINESS / ORGANIZATION NAME

PRIMARY CONTACT NAME

TITLE

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE (FOR YOUR DIRECTORY LISTING)

SELECT YOUR SPONSORSHIP LEVEL

- | | |
|--|----------------|
| ☐ Platinum Partner | \$5,000 / year |
| ☐ Gold Partner | \$3,500 / year |
| ☐ Silver Partner | \$2,500 / year |
| ☐ Industry Supporter | \$1,500 / year |

Enclosed amount: \$ _____

HOW SHOULD WE LIST YOUR NAME IN SPONSOR RECOGNITION?

This is how your business will appear on the MABA website and in materials. Leave blank to use the business name above.

COMMENTS OR SPECIAL REQUESTS

WHERE TO SEND THIS FORM & CHECK

Make checks payable to Michigan Auto Body Association and mail with this form to:
MABA, c/o Joe Townsend • Dunshee Body and Frame • 6585 W KL Ave, Kalamazoo, MI 49009