



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.

BE PART OF SOMETHING HISTORIC

Michigan, the birthplace of the American auto industry, has never had a dedicated collision repair association until now. Every year, insurance lobbyists work to hold down what shops are paid, steer consumers away from the shops they trust, and cut corners on the repairs that protect Michigan families.

The Michigan Auto Body Association is changing that. Modeled after ABARI, the most successful state auto body lobbying organization in the country, MABA will give collision repair professionals a unified, powerful voice in Lansing.

As a sponsor, you gain direct access to this growing community of shop owners and industry professionals. Your brand will be associated with the most significant advancement for Michigan's collision repair industry in a generation.

1,000s

Collision repair professionals across
Michigan

\$0

Current 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.

FOUNDING SPONSOR RECOGNITION IS OPEN IN OUR INAUGURAL YEAR

Turn the page to see the sponsorship tiers.

SPONSORSHIP TIERS

Four 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.

PREMIER LEVEL

PLATINUM PARTNER

\$5,000 / YEAR

Our highest level of partnership.

Premier recognition across association materials and events.

Founding Sponsor recognition.

STRATEGIC LEVEL

GOLD PARTNER

\$3,500 / YEAR

Prominent recognition across association materials and events.

Founding Sponsor recognition.

COMMUNITY LEVEL

SILVER PARTNER

\$2,500 / YEAR

Recognition among the association's founding sponsors.

Founding Sponsor recognition.

SUPPORTER LEVEL

INDUSTRY SUPPORTER

\$1,500 / YEAR

Stand with Michigan's collision repair community from the start.

Founding Sponsor recognition.

Online sponsorship is set at each tier's amount. To give a higher or custom amount, sponsor by check.

★ FOUNDED SPONSOR RECOGNITION ★

Sponsors who commit in our **inaugural year** will be recognized as **Founding Sponsors** of the Michigan Auto Body Association, a distinction honored at every future event and in all association materials for the life of the organization. This is a one-time opportunity that cannot be earned later.

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 Access	Supporting members' access to industry education and Repairer Driven Education through their included SCRS membership, and advocating for high training standards across the trade.
Consumer Protection	Building public awareness of consumers' right to choose their shop, demand quality parts, and receive safe, complete repairs following manufacturer procedures.
Community	Building connection among Michigan collision repair shops, with member community and communication tools developing as the association grows.

HOW TO SPONSOR

SPONSOR ONLINE

Choose your tier and pay securely by credit card at michiganaba.org/sponsors. The fastest way to become a MABA sponsor.



Scan with your phone camera to go straight to the sponsorship page.

SPONSOR BY CHECK

Prefer to mail a check, or give a custom amount? Make checks payable to **Michigan Auto Body Association** and mail to our treasurer:

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

MICHIGAN BUILT THE AUTOMOBILE

HELP US PROTECT THE PEOPLE WHO REPAIR THEM.

Your sponsorship helps build the most powerful collision repair advocacy organization Michigan has ever seen. Together, we'll fight for fair laws, safe repairs, and a real voice in Lansing.

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 RECOGNITION 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: \$ _____ Higher or custom amounts are welcome.

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. Please email your logo (SVG or PNG) to info@michiganaba.org.

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