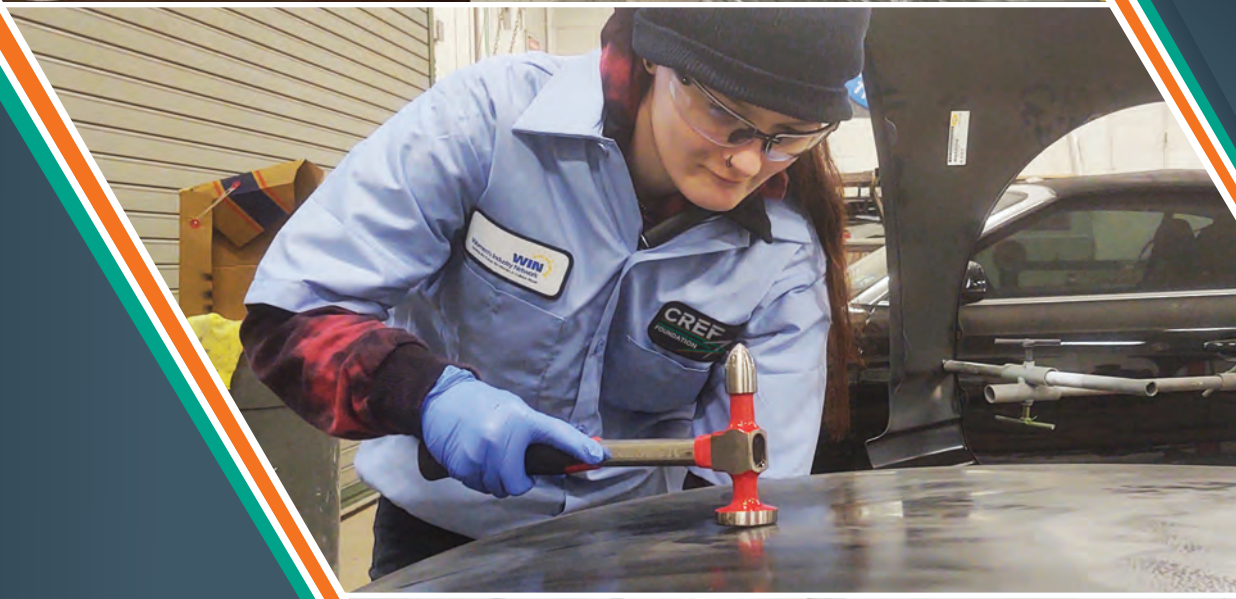
CREF

COLLISION REPAIR EDUCATION FOUNDATION



PARTNERSHIP Opportunities

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

WHY PARTNER WITH CREF

CREF
COLLISION REPAIR EDUCATION FOUNDATION

ASK HOW to be part of the **LEADERSHIP CIRCLE**

An unparalleled leader in the collision repair industry, impacting results and driving positive change since 2009.

The **Collision Repair Education Foundation (CREF)** works with local schools and communities across industry segments, building awareness of the many collision industry career opportunities that are available at any given time. CREF also gives direct support to students through scholarships, school grants & sustainability programs.

With a rich history, extensive presence, and a proven track record of impactful results, CREF stands out as the premier organization for servicing the collision repair industry. Through its long-standing commitment and expertise, CREF has consistently demonstrated its ability to drive positive change, directly support collision repair students and provide invaluable resources to ensure the industry's growth and success.

$130.8 Million
in product/In-kind donations including tool and equipment

+

$24.5+ Million
in support of School Grants, Scholarships Student Awareness, Webinars, Instructor Conference, Student Portal, Operations, etc...

=

$155+ Million
total amount raised

$7,651,888.14
Given to Students & Schools

42% Scholarships

58% School Grants

$3.18+ Million
in Scholarships
1558 Students

$4.46+ Million
in School Grants
952 Grants

CREF PARTNERSHIP OPPORTUNITIES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

HOW CREF IMPACTS THE INDUSTRY

"Keeping our collision repair program up to date and supplied with new equipment is vital to our students (incoming students as well as our current students), our curriculum, and our advisory board."

— **Scott Moore- Instructor**
Dennis Technical Education Center
2022 Grant Recipient

The Collision Repair Education Foundation (CREF) plays an important role in connecting the industry to schools through a focus on education, workforce development and sustainability, leading to entry-level students ready to immediately make an impact in the industry.

Through the generous support of industry partners, CREF is able to provide both financial and product support to schools. This valuable support allows instructors to focus on the most important thing - the student.

Additionally, CREF directly supports students through scholarships and tool grants. Scholarships and tools set students up with the financial resources needed to start a successful career in this industry.

CREF PARTNERSHIP OPPORTUNITIES

INDUSTRY REACH

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

WAYS TO SUPPORT CREF[1]

ASK HOW to customize a plan to **LEVEL UP**

SUPPORT OPTIONS

EVERYTHING
$$'s allocated toward ALL CREF initiatives.

Trust CREF to use it where the industry needs it most.

STRATEGIC SPONSORSHIP
$$'s allocated toward ALL CREF initiatives.

Brand exposure through targeted marketing initiatives *(partnership leveraged to enhance reputation).*

NAMED FUND
$$'s allocated toward ALL CREF initiatives. (minimum of "$10,000+)

Named CREF initiative $$ will be allocated to scholarships, tool grants, or school grants.

INDUSTRY LEADERSHIP CIRCLE

SUPPORT OF $10,000+ ARE RECOGNIZED

- **DIAMOND** $1,000,000+
- **PLATINUM** $500,000-$999,999
- **GOLD** $100,000-$499,999
- **SILVER** $50,000-$99,999
- **BRONZE** $25,000-$49,999
- **SAPPHIRE** $10,000-$24,999

SUPPORT CATEGORIES

EDUCATION
Support talent pipeline initiatives and school improvement projects at the local level for both current students and aspiring individuals entering collision programs.

SUSTAINABILITY/ CLIMATE FRIENDLY PROGRAMS
In-kind or Cash make a tangible difference by supporting initiatives such as our car donation program or providing essential tools and safety gear to schools.

WORKFORCE DEVELOPMENT
Career Fairs create professional development opportunities for instructors, and foster the growth of essential soft and career readiness skills for our students.

Support categories committed to Corporate Social Responsibility and Community Involvement

[1]All gifts will include a minimum of 15% allocated for operational use.

CREF PARTNERSHIP OPPORTUNITIES

CREF COLLISION REPAIR EDUCATION FOUNDATION

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

SPONSORSHIP PACKAGES

Support ALL CREF Initiatives[1]

ASK HOW
to combine packages with fully tax deductible, named fund gifts supporting CREF's impact initiatives

SPONSORSHIP	A PACKAGE $10,000	B PACKAGE $15,000	C PACKAGE $25,000	D PACKAGE $50,000
Website Recognition - Industry Leadership Circle (1 Yr.)	Listed	Listed	Enhanced Presence	Enhanced Presence
eNews Recognition - Industry Leadership Circle (1 Yr.)	Listed	Listed	Enhanced Presence	Enhanced Presence
Annual Report Recognition	Listed	Listed	Enhanced Presence	Enhanced Presence
Press Release	⊕	⊕	⊕	⊕
Social Media Post			⊕	⊕
Company Assets Distributed to 900+ Schools			⊕	⊕
*CREF Career Fairs	15% Discount L Package*	15% Discount L Package*	M Package at 2 Career Fairs*	M Package at 4 Career Fairs*
*CREF Annual Golf Fundraiser	10% Discount on Golf Reg.	15% Discount on Golf Reg.	I Package Golf Sponsorship* (Includes 2 Golf Reg.)	J Package Golf Sponsorship* (Includes 4 Golf Reg.)

IN-KIND/NAMED FUND BENEFITS	E PACKAGE $10,000	F PACKAGE $15,000	G PACKAGE $25,000	H PACKAGE $50,000
Website Recognition - Industry Leadership Circle (1 Yr.)	Listed	Listed	Enhanced Presence	Enhanced Presence
eNews Recognition - Industry Leadership Circle (1 Yr.)	Listed	Listed	Enhanced Presence	Enhanced Presence
Annual Report Recognition	Listed	Listed	Enhanced Presence	Enhanced Presence
Press Release	⊕	⊕	⊕	⊕
Social Media Post	⊕	⊕	⊕	⊕
Company Assets Distributed to 900+ Schools			⊕	⊕

**Individual Golf & Career Fair sponsorships details available upon request. Limited availability. First come, first served.*
[1]All gifts will include a minimum of 15% allocated for operational use.

CREF COLLISION REPAIR EDUCATION FOUNDATION

CREF PARTNERSHIP OPPORTUNITIES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

CREF

COLLISION REPAIR EDUCATION FOUNDATION

2025 SPONSORSHIP PACKAGES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

23rd CREF Annual Golf Fundraiser

CREF COLLISION REPAIR EDUCATION FOUNDATION

Philadelphia, PA • July 22, 2025

Supports ALL CREF Initiatives

PACKAGE SPONSORSHIP	I PACKAGE $4,000	J PACKAGE $6,000
Events Page Recognition	⊕	⊕
eNews Shout Out	⊕	⊕
On-Site Recognition	⊕	⊕
Registration Table	⊕	⊕
Golfer Bag Promo Item (Item Provided By Sponsor)		⊕
# of Golfers*	2	4
Sponsor Options	**Choose One:** • Closest to the Pin *(0 of 2)* • Long Drive *(0 of 2)* • Golf Ball *(0 of 3)* • Cooling Towel • Reusable Water Bottle • Poker Chip Ball Marker • Canon Ball Launcher • Beverage Can Koozie • $10k Hole-in-One ***Note:** Crossed Out Items Are Sold Out*	**Choose One:** • Beverage Cart *(0 of 3)* • Lunch *(0 of 4)* • Dinner *(0 of 4)* • Exclusive Green • Golf Towel • Shoe Bag • Photography • Golf Cart • Divot Tool • $50k Hole-in-One

CO-HOST SPONSOR

PPG

SINGLE ITEM SPONSORSHIP

$1,000 Hole Sponsor *(Table & Staff at Hole)*

$500 Supporting Sponsor *(Company Name Recognition at Hole)*

***ADDITIONAL GOLFER REGISTRATION:**

$400 per Golfer or $1,600 for a Foursome

CREF PARTNERSHIP OPPORTUNITIES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

CAREER FAIR PACKAGES

FEATURES	K PACKAGE* $500	L PACKAGE $1,000	M PACKAGE $2,500	N PACKAGE $5,000
Exhibit Table	+	+	+	1st Choice Table Placement
Student Resume Database Access		+	+	+
Company Logo on Student Tech Shirts *(Must be secured 5 weeks prior to event)*			+	+
Company Logo on Student Tech Shirts & Event Marketing *(Must be secured 5 weeks prior to event)*				+

**K Package for Chicago, & Oklahoma Career Fair Events not available.*

SPRING 2025

- Mar 7 - Collin College, Dallas, TX
- Apr 10 - 3M, Minneapolis, MN
- Apr 16 - Maxwell Tech, Atlanta, GA
- Apr 25 - South-Wester Career Academy, Columbus, OH
- May 1 - UTI Long Beach, Southern CA
- May 1 - Central Montco School, Philly, PA

FALL 2025

- TBD

Career Fairs connect students with employers and offer many benefits including hiring, brand awareness, industry awareness and the valuable confidence the experience can give to students. All Career Fairs are for collision, automotive service and diesel students.

CREF
COLLISION REPAIR EDUCATION FOUNDATION

CREF PARTNERSHIP OPPORTUNITIES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

UNIFORM PACKAGE

Why Professional Uniforms?

Technicians wear uniforms for several different reasons including safety, team unity and professionalism. Uniforms have also proven to improve attendance, as well as foster school unity, self-esteem and motivation as students embark on their career path. All these factors lead to higher retention and graduation rates and job placement. An additional benefit of the program is the opportunity for businesses to connect with the future professionals in the industry!

How the Uniform Program Works

1. Select the number of students and the local collision school to support *(CREF can assist with finding a local program if needed)* and CREF will fulfill the order.
2. Your team visits the school to distribute the uniforms and engage with students.

CREF
COLLISION REPAIR EDUCATION FOUNDATION

BEFORE

AFTER

PACKAGE OPTIONS	PRICE PER STUDENT
Full Uniform - Shirt/Pants (Company Logo on Student Tech Shirts)	$80
Shirt Only (Company Logo on Student Tech Shirts)	$40

CREF PARTNERSHIP OPPORTUNITIES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org

CREF PARTNERSHIP DEVELOPMENT

ASK HOW
to become a
CREF PARTNER!

"Never underestimate the valuable and important difference you make in every life you touch. For the impact you make today has a powerful rippling effect on every tomorrow."

— Anonymous

The **Collision Repair Education Foundation (CREF)** is committed to making a significant impact on the future of the collision industry. We are proud to serve as the liaison between our generous partners in the collision industry, the students who represent the next generation of highly skilled collision technicians, and the schools and programs that educate them.

We encourage our industry colleagues – collision repair shops, insurers, materials and equipment suppliers, service and information providers, vehicle manufacturers, related businesses, I-CAR Committees, local business groups, and trade associations – to invest in our shared future. Your generosity will benefit not only today's and tomorrow's students, but also the businesses – both local and nationwide – that depend upon collision industry schools to produce high caliber entry-level employees.

As we face the challenges of a critical shortage in qualified entry-level collision technicians, there's never been a better time to get involved!

Brandon Eckenrode
Executive Director
brandon.eckenrode@ed-foundation.org

Amber Ritter
Director of Marketing & Project Management
amber.ritter@ed-foundation.org

MAKE AN IMPACT – GET INVOLVED

Partners/ Sponsorships

In-Kind
(Time/Talent and/or Materials/Products)

Internships/ Apprenticeships

Volunteer

CREF
COLLISION REPAIR EDUCATION FOUNDATION

CREF PARTNERSHIP OPPORTUNITIES

888.722.3787 info@ed-foundation.org CollisionRepairEducationFoundation.org