



CARSTAR Automotive Canada's Corporate Advertising & Sponsorship Process

CARSTAR Automotive Canada is proud to play an active role in supporting the communities where our company has a presence. Requests for advertising, sponsorships or other promotional support are evaluated on an ongoing basis throughout the year.

On an annual basis CARSTAR will participate in a limited number of sponsorship and advertising opportunities.

If you have a project, event or media program you would like CARSTAR to sponsor, or request a product donation, please follow these easy steps for submitting your request.

1. Fill out the Sponsorship & Advertising Request form attached.
2. Submit your completed form at least 90 days in advance of your event or project, providing as much detail as possible. Return the form and all supporting documentation i.e. sponsorship or advertising benefits etc. to:
 - Email - marketing@carstar.ca
 - Fax - 905-388-1124
 - Mail - CARSTAR Automotive Canada
1124 Rymal Road East
Hamilton, Ontario
L8W 3N7

Tips:

- CARSTAR handles any national or regional advertising. If your request is for an event or sponsorship that is happening in a specific city or town please contact the local CARSTAR location.
- Requests that are submitted without a completed sponsorship request form will not be reviewed.
- Requests exceeding \$500.00 will be reviewed on an annual basis in September.
- CARSTAR receives hundreds of sponsorships requests annually. A large percentage of our community sponsorships are in support of the Canadian Cystic Fibrosis Foundation. We will contact you as quickly as possible regarding your request. However, if you properly submitted your request and have not received a response please call 1-800-701-9452 ext. 242 or email marketing@carstar.ca.
- Our national and regional advertising decisions are made by CARSTAR and our advertising agency of record.

For more information on CARSTAR please visit www.carstar.ca.



CARSTAR Automotive Canada
1124 Rymal Road East
Hamilton, ON Canada L8W 3N7
T: 905.388.2264 F: 905.388.1124
www.carstar.ca 1.800.CARSTAR



Sponsorship & Advertising Request Form

The following form has been created to expedite the process of evaluating CARSTAR Automotive Canada's sponsorship requests. Due to the numerous requests and the finite sponsorship funds we are unable to accommodate every request. To properly evaluate your request, we ask that you take a few minutes to fill out the information below.

First Name: _____ **Last Name:** _____

Job Title: _____

Organization Name: _____

Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Email Address: _____ **Phone Number:** _____

Sponsorship/Advertising Opportunity: _____

Date of event (if applicable): _____

Sponsorship Amount or Product Requested: _____

Purpose of Sponsorship: _____

Benefits CARSTAR will receive from sponsorship: _____

Additional details may be attached to this page to clarify the request.

Once this form has been completed please forward to CARSTAR Automotive Canada for review:

Marketing Department, CARSTAR Automotive Canada,
1124 Rymal Road East, Hamilton, Ontario, L8W 3N7
Email: marketing@carstar.ca



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