

Updated May 2026

# 2026-2027

## ANNUAL SPONSORSHIP BROCHURE



## About AFLA

The Automotive Fleet & Leasing Association (AFLA) equips corporate fleet and mobility professionals with the tools, connections, and knowledge to keep their organizations moving forward. Founded upon the invitation for all members – including those from industry segments that support corporate fleet managers – to participate on task forces and run for office throughout our leadership ranks. We recognize this equal relationship is important for building a true partnership between all segments of our industry. AFLA’s annual sponsorship year runs from July 1, 2026 – June 30, 2027.

With over 700 members from across the globe and reaching all corners of the industry, AFLA is THE advanced forum dedicated to improving communication between sellers, buyers, fleet managers, lending institutions, fleet management companies, used vehicle marketers, and allied automotive service companies.

## AFLA at a Glance

**700 + Members**



**300+ Companies**



**30+ Industries**



## Membership & Event Attendance Snapshot

Member Category	% of AFLA Membership	% by Company	% of US Conference	% of Canada Conference
Allied Service Provider	39%	39%	42%	42%
Alumni	2%	0%	1%	0%
Corporate Fleet	23%	41%	18%	18%
Dealer	3%	41%	3%	0%
Fleet Management Company	18%	7%	20%	27%
Vehicle Remarketer (OEM)	12%	7%	14%	13%
Remarketer	2%	3%	2%	0%

# Annual Sponsorship Level Details

## Cobalt - \$35,000

### Year-Round Promotion

- Company logo displayed primarily on the AFLA website homepage
- Company logo prominently displayed on sponsor webpage
- Company logo displayed primarily on all AFLA email communications
- Company logo on educational products
- Three (3) emails to AFLA members on your company's behalf
- Eight (8) complimentary individual memberships
- One sponsor message in Fleet Insight (subject to AFLA approval)

### Annual Conference Promotion

- Choice of Three (3):
  - Sunday Evening Hospitality Suite (for all conference attendees)
  - Logo on attendee registration bags
  - 30 second video between a session
  - Table Display
  - Floor Graphic Logo
  - Golf Hole Sponsorship
  - Program Page
  - Additional Email Blast
- Promotion prior to, during and after the conference as the primary sponsor
- Primary company logo in the program book
- Primary company logo on signage in conference space
- Special verbal recognition from stage
- Mailing list of registered attendees
- Company logo on screen between sessions
- Company logo displayed in mobile app
- Special emphasis between sessions (e.g. – logos on stage)
- Potential to include gift in attendee registration bags
- Two (2) complimentary conference registrations

### Canada Summit Promotion

- Company logo in the program book
- Company logo on signage in summit space
- Special verbal recognition from stage
- Mailing list of registered attendees
- Two (2) complimentary summit registrations

## Diamond - \$25,000

### Year-Round Promotion

- Company logo displayed primarily on the AFLA website homepage
- Company logo prominently displayed on sponsor webpage
- Company logo displayed on all AFLA email communications
- Company logo on educational products
- Two (2) emails to AFLA members on your company's behalf
- Five (5) complimentary individual memberships

### Annual Conference Promotion

- Choice of Three (3):
  - Sunday Evening Hospitality Suite (for all conference attendees)
  - Table Display
  - Floor Graphic Logo
  - Golf Hole Sponsorship
  - Program Page
  - Additional Email Blast
- Promotion prior to, during and after the conference as the primary sponsor
- Prominent company logo in the program book
- Prominent company logo on signage in conference space
- Special verbal recognition from stage
- Mailing list of registered attendees
- Company logo on screen between sessions
- Company logo displayed in mobile app
- Special emphasis between sessions (e.g. – logos on stage)
- Potential to include gift in attendee registration bags
- One (1) complimentary conference registration

### Canada Summit Promotion

- Company logo in the program book
- Company logo on signage in summit space
- Special verbal recognition from stage
- Mailing list of registered attendees
- One (1) complimentary summit registration

# Annual Sponsorship Level Details

## Emerald - \$15,000

### Year-Round Promotion

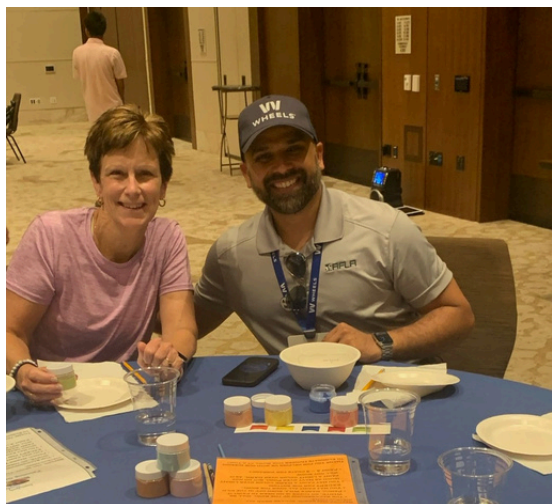
- Company logo displayed on sponsor webpage
- Company logo displayed on all AFLA email communications
- Level-sized company logo on educational products
- One (1) email to AFLA members on your company's behalf
- Three (3) complimentary individual memberships

### Annual Conference Promotion

- Choice of Two (2):
  - Table Display
  - Floor Graphic Logo
  - Golf Hole Sponsorship
  - Program Page
  - Additional Email Blast
- Level-sized company logo in the program book
- Level-sized company logo on signage in conference space
- Mailing list of registered attendees
- Level-sized company logo on screen between sessions
- Company logo displayed in mobile app
- Potential to include gift in attendee registration bags
- One (1) reduced conference registrations - \$100 off

### Canada Summit Promotion

- Company listing in the program book
- Company listing on signage in summit space
- Mailing list of registered attendees



## Platinum - \$10,000

### Year-Round Promotion

- Company logo displayed on sponsor webpage
- Company logo on educational products
- One (1) email to AFLA members on your company's behalf
- Two (2) complimentary individual memberships

### Annual Conference Promotion

- Choice of One (1):
  - Floor Graphic Logo
  - Program Page
  - Additional Email Blast
- Level-sized company logo in the program book
- Level-sized company logo on signage in conference space
- Mailing list of registered attendees
- Company listed on screen between sessions
- Company listed in mobile app
- Potential to include gift in attendee registration bags
- One (1) reduced conference registration - \$50 off

### Canada Summit Promotion

- Company listing in the program book
- Company listing on signage in summit space
- Mailing list of registered attendees

## Gold - \$7,500

### Year-Round Promotion

- Company listed on sponsor webpage
- Company logo on educational products
- One (1) complimentary individual membership

### Annual Conference Promotion

- Company listed in the program book
- Company listed on signage in conference space
- Mailing list of registered attendees
- Company listed on screen between sessions
- Company listed in mobile app
- Potential to include gift in attendee registration bags

### Canada Summit Promotion

- Mailing list of registered attendees

# Annual Sponsorship Level Details

## AFLA 2025 Conference



### Silver - \$5,000

#### Year-Round Promotion

- Company listed on sponsor webpage

#### Annual Conference Promotion

- Company listed in the program book
- Company listed on signage in conference space
- Mailing list of registered attendees
- Company listed on screen between sessions
- Company listed in mobile app
- Potential to include gift in attendee registration bag

#### Canada Summit Promotion

- Mailing list of registered attendees

### Bronze - \$2,500

#### Year-Round Promotion

- Company listed on sponsor webpage

#### Annual Conference Promotion

- Company listed on signage in conference space
- Mailing list of registered attendees
- Company listed in mobile app

#### Canada Summit Promotion

- Mailing list of registered attendees

### Copper - \$1,000

#### Year-Round Promotion

- Company listed on sponsor webpage

#### Annual Conference Promotion

- Mailing list of registered attendees

#### Canada Summit Promotion

- Mailing list of registered attendees

## Annual Conference Add-Ons

### Evening Experiences:

#### President's Reception - \$7,500 (C, D, E, P) **SOLD**

One hour reception Monday evening prior to dinner. Sponsor to receive signage at the bar, branded cocktail napkins with sponsor logo handed out with beverages, recognition in conference program book.

#### Monday Night Awards Dinner - \$15,000 (C, D, E)

Signage will be placed during event, branded cocktail napkins, recognition in conference program book, push notification sent from app regarding evening's event, sponsor included in parts of evening activity planning.

#### Awards Reception - \$7,500 (C, D, E, P) **SOLD**

30 minute reception after awards ceremony Monday evening. Sponsor to receive sign at the bar, branded cocktail napkins with sponsor logo handed out with beverages, recognition in conference program book.

#### Tuesday Reception Dinner - \$19,500 (C, D) **SOLD**

Signage will be placed on each table during dinner, recognition in conference program book, recognition from stage during dinner.

### Sessions:

#### Opening Keynote Sponsor - \$7,500 (C, D)

Special recognition with logo from stage preceding keynote speaker session, recognition in conference program book. Monday afternoon

#### Keynote Sponsor - \$6,500 (C, D)

Special recognition with logo from stage preceding keynote speaker session, recognition in conference program book. Tuesday/Wednesday mornings

#### Session Sponsor - \$4,000 (C, D, E, P, G)

Special recognition with logo from stage preceding session, recognition in conference program book.



### Meals & More:

#### Monday Lunch - \$5,500 (C, D, E, P) **SOLD**

Signage will be placed on each table, recognition signage near buffet, recognition in conference program book, recognition from stage

#### Tuesday Lunch - \$5,000 (C, D, E, P) **SOLD**

Signage will be placed on each table, sponsor logo stickers placed on boxed lunches, recognition in conference program book, recognition from stage

#### Breakfast (Mon/Tues/Wed) - \$4,500 (C, D, E, P, G)

Signage will be placed on each table during breakfast, plus an announcement will be made recognizing the sponsor, recognition in conference program book

#### Break Sponsor (Mon PM/Tues AM/Wed AM) **SOLD**

\$3,000 each/\$8,000 for all (C, D, E, P, G, S)

Signage will be placed on snack table, recognition in conference program book. If all three chosen, sponsor input on final break menus, enhanced signage at station

#### Coffee Lounge - \$9,000 (C, D, E) **SOLD**

Dedicated space with barista serving lattes and other specialty coffee drinks during dedicated break and networking/breakfast schedule, signage recognizing sponsor near lounge, special listing in conference program book.

## Annual Conference Add-Ons

### Conference Experiences:

#### Mobile App - \$5,000 (C, D, E, P, G, S)

Mobile app branding to prominently display sponsor logo, special listing in conference program, inclusion of sponsor logo on all mobile app promotions and signage.

#### Wi-Fi Access - \$3,000 (C, D, E, P, G, S) **SOLD**

Sponsor listed in the Conference Program along with the password for Wi-Fi access and will be announced during the conference.

#### Relaxation Lounge - \$5,000 (C, D, E, P)

Dedicated space in ballroom foyer area, signage recognition in lounge area, special recognition in program book. Sponsor has rights to space for any expense enhancement for attendee engagement.

#### Headshot Lounge - \$3,500 (C, D, E, P) **SOLD**

Dedicated area for headshots, AFLA-provided photographer for set schedule during breaks and networking times, special signage recognition and listing in program book.

#### Charging Stations - \$3,000 (C, D, E, P, S, B) **SOLD**

Table(s) in conference space with multiple charging connections to be placed in prime location for charging mobile devices. Signage highlighting sponsor, and recognition in conference program.

### Attendee Enhancements:

#### Padfolio Sponsor - Contact AFLA for pricing

Neoskin padfolio with AFLA and sponsor graphics,

#### Lanyard Sponsor - \$4,500 (C, D) **SOLD**

Maximize visibility with branded lanyards provided to each attendee to wear at the conference.

#### Room Key Sponsor - \$7,500 (C, D, E, P)

Sponsor branded room key bracelets distributed to hotel guests at check-in and recognition in conference program.

#### Notepads - \$5,500 (C, D, E, P, G, S, B)

Distributed in the main ballroom with sponsor's name, the AFLA logo and conference theme, used by all attendees.

#### **TUESDAY SOLD**

#### Room Drop - \$8/room in block (C, D, E, P, G, S)

Room drop on Monday or Tuesday of conference to full room block at AFLA conference hotel with item of sponsor's choosing (item provided by sponsor).

#### Giveaway Sponsor - Final Session - \$2,500 (C, D, E)

Logo inclusion on official conference giveaway item given to attendees in final session. (Big ticket item)

#### Networking Title Sponsorship - \$15,000 (C, D, E, S) **SOLD**

Sponsorship of golf scramble and pool social Tuesday afternoon. Includes signage, rights to provide giveaway ditty bags and ability to work with AFLA to create member experience at event. Opportunity to engage with tour or volunteer options provided to attendees.

### High-Visibility Upgrades:

#### Welcome Banner - \$5,000 (C, D) **SOLD**

Banner welcoming attendees to AFLA with sponsor input in final design and text of banner.

#### Floor Graphics - \$1,000 (C, D, E, P, G, S, B)

Logo floor graphics displayed in the main lobby area outside of the main ballroom entrance. Size of design is 2' x 2'.

#### Program Book - \$1,000 (All levels)

Full color 5.5" x 8.5" page in the conference program.

#### Golf Hole Sponsor - \$1,000 (C, D, E, P, G, S)

Logo at hole during golf scramble.

## Women in Fleet Management (WIFM)

### Foundational Supporter - \$2,500 (All levels)

Mobile app branding to prominently display sponsor logo, Listing in program, WIFM session promotions, on mobile app and verbal thank you at event. Listing at all WIFM programmatic events and promotions throughout year.

### Annual Supporter - \$1,000 (All levels)

Listing in program, WIFM session promotions, on mobile app and verbal thank you at event. Listing at all WIFM programmatic events and promotions throughout year.



## 2027 AFLA Canada Summit Add-Ons

\*Canadian Companies who are not AFLA Annual Sponsors have the ability to add items available at or below Gold level sponsorship after October 1, 2026, and any available add-ons after November 1, 2026.

### Sessions:

#### Opening Keynote - \$5,000 (C, D, E)

Special recognition with logo from stage preceding keynote speaker session, recognition in conference program book.

#### Session Sponsor (7) - \$2,500 (C, D, E, P, G, S)

Listing in program, WIFM session promotions, on mobile app and verbal thank you at event. Listing at all WIFM programmatic events and promotions throughout year.

### Meals & More:

#### Dinner - \$10,000 (C, D, E)

Signage will be placed on each table during dinner, recognition in conference program book, recognition from stage during dinner

#### Day 2 Breakfast - \$2,500 (C, D, E, P, G)

Signage will be placed on each table during breakfast, plus an announcement will be made recognizing the sponsor, recognition in conference program book.

#### Reception - \$7,500 (C, D, E, P)

One hour reception Tuesday evening prior to dinner. Sponsor to receive signage at the bar, branded cocktail napkins with sponsor logo handed out with beverages, recognition in conference program book.

#### Day 1 Break (2) - \$1,500 (C, D, E, P, G, S, B)

Signage will be placed on snack table, recognition in conference program book. If all three chosen, sponsor input on final break menus, enhanced signage at station.

#### Daily Lunch - \$3,500/each (C, D, E, P, G)

Signage will be placed on each table with the boxed lunches, sponsor logo stickers placed on boxed lunches, recognition in conference program book, recognition from stage. **DAY 1 LUNCH SOLD**

#### Day 2 AM Break - \$1,500 (C, D, E, P, G, S, B)

Signage will be placed on snack table, recognition in conference program book. If all three chosen, sponsor input on final break menus, enhanced signage at station.

#### Day 1 Breakfast - \$3,500 (C, D, E, P, G)

Signage will be placed on each table during breakfast, plus an announcement will be made recognizing the sponsor, recognition in conference program book

#### Day 2 PM Break - \$750 (C, D, E, P, G, S, B)

Signage will be placed on snack table, recognition in conference program book. If all three chosen, sponsor input on final break menus, enhanced signage at station.

## 2027 AFLA Canada Summit Add-Ons

### Visibility Upgrades:

#### Podium Signage - \$5,000 (C, D, E, P) **SOLD**

Logo placement on podium of main session room.

#### Lanyards - \$3,500 (C, D, E, P, G) **SOLD**

Maximize visibility with branded lanyards provided to each attendee to wear throughout the conference.

#### Table Display - \$2,500 (C, D, E)

Table-top display for marketing collateral, giveaway items, etc. per the company's desire.

#### Charging Stations - \$2,500/each (C, D, E, P, G, S)

Standing tables in conference space with multiple charging connections to be placed in prime location for in-session charging by attendees for mobile devices. Signage highlighting sponsor, and recognition in conference program.

#### Room Key Sponsor - \$2,500 (C, D, E, P, G)

Sponsor branded room keys distributed to hotel guests at check-in and recognition in conference program.

#### Program Book - \$500 (All levels)

Full color 5.5" x 8.5" page in the conference program.

#### Notepads - \$2,000 (C, D, E, P, G, S, B)

Distributed in the main ballroom with sponsor's name, the AFLA logo and conference theme, used by all attendees.

#### Mobile App - \$2,500 (C, D, E, P, G)

Mobile app branding to prominently display sponsor logo, special listing in conference program, inclusion of sponsor logo on all mobile app promotions and signage.

#### Floor Graphic - \$500 (C, D, E, P, G, S, B)

Logo floor graphics displayed in the main lobby area outside of the main ballroom entrance. Size of design is 2' x 2'.

#### Coffee Lounge - \$4,500 (C, D, E, P)

Dedicated space with barista serving lattes and other specialty coffee drinks during dedicated break and networking/breakfast schedule, signage recognizing sponsor near lounge, special listing in conference program book.

#### Welcome Sign - \$1,500 (C, D, E, P)

Prominent signage welcoming all attendees to AFLA with sponsor input in final design and text.

## Sponsorship Terms & Commitments

Please read carefully. All sponsors must adhere to the following Sponsorship Terms & Commitments and all guidelines in this prospectus, all of which are incorporated by reference as part of the Sponsor Application/Contract. It is the responsibility of the Sponsor to see that all staff are aware of and adhere to these rules and deadlines. AFLA reserves the right to interpret and make final decisions regarding all rules & regulations. In applying for sponsorship, sponsors agree to abide by the following regulations.

### Event Admission Policy

Admission to any AFLA event is by name badge only. All sponsor company personnel must show an official AFLA Registrant badge to gain access to any of the sessions or networking activities. Registration badges are not included with sponsorship packages unless specified (sponsors are responsible for confirming badge assignments with AFLA by registration deadlines).

### Compliance

The Sponsor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning labor, fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the conference is held. Cloth decorations must be flameproof.

### Cancellation of Conference

It is mutually agreed that in the event the AFLA Annual Conference or Canada Summit is cancelled as result of disasters, strikes, governmental regulations or causes that would prevent its scheduled opening or continuance, then and thereupon, portions of this agreement may be terminated and the management of AFLA shall determine an equitable basis for the refund of such portion of the sponsor fees as is possible after due consideration of expenditures and commitments already made.

### Canvassing

Canvassing or distribution of advertising material by a Sponsor will not be permitted outside of the Sponsor's table space. Canvassing or marketing of any product in any part of the meeting rooms or public areas by anyone is strictly prohibited.

# Sponsorship Terms & Commitments

## Conflicting Events

Sponsors are prohibited from organizing events (meals, golf, etc.) that conflict with any official AFLA activity without the express written consent of the AFLA Executive Director. Official AFLA activities are defined as any activity or scheduled event as listed in the AFLA program schedule on the AFLA website.

## Table Displays

AFLA staff will assign table space based off sponsorship level to those who have chosen a table display as part of their sponsorship choice benefits. No portion of the display may extend into adjoining table space or other areas outside the perimeter without the prior written consent of AFLA. AFLA reserves the right to adjust the floor plan at any time and relocate sponsors should it become necessary or advisable in the best judgment of AFLA. Every effort will be made to relocate the Sponsor to another comparable space if AFLA deems such a relocation to be necessary or appropriate.

The table-top display area will not be locked. AFLA and/or the hotel will not be held responsible for any loss or damage to Sponsor property.

## Food & Beverage

AFLA must be notified of a Sponsor's intent to distribute food or beverage items in the table expo area. All such items must be approved by AFLA and ordered through AFLA. Sponsors are not permitted to bring in outside food or beverage.

## Eviction

AFLA reserves the right to evict any Sponsor from the event with or without cause. In case of eviction, Sponsor must leave the event immediately without protest or appeal and may be accompanied from the event by security if deemed necessary by AFLA. Sponsor shall not return to the event nor dismantle their table booth until the event ends for the day. AFLA is not liable for any refunds on table space or other expenses.

## Term

The term of AFLAs' annual sponsorship runs from July 1, 2026 – June 30, 2027.

## AFLA Logo Usage

The name, logo and acronym of the Automotive Fleet and Leasing Association, AFLA 2026 and the Canada Summit are proprietary marks. Any use of these marks is strictly prohibited, for any purpose, without written permission and approval of AFLA. Permission to use the name, logo and acronym (AFLA) of the Automotive Fleet and Leasing Association must be requested at least two weeks prior to the printing or intended usage of the mark(s). Written requests for logo usage should be sent to the AFLA Executive Director and include a clear description of how the name, logo or acronym will be used as well as a sample of the intended piece. If approval is granted, an electronic file of the AFLA logo will be made available.

## Sponsorship Confirmation

Sponsors of items from the 2025-26 year have the right of first refusal for those items according to the timeline granted by AFLA's Executive Director. Sponsors are then given priority for the different opportunities based on their sponsorship level. After this time, sponsorship opportunities are available on a first-come, first-served basis. Please complete the below form and return it with payment to AFLA; payments must accompany this form to secure sponsorship. Sponsorship packages are non-refundable.

## Indemnification and Insurance

The Sponsor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and save AFLA, the official conference hotel and their respective employees and agents harmless against all claims, losses, and damages to persons or property, government charges or fines, and attorney's fees arising out of or caused by Sponsor's installation, removal, maintenance, occupancy, or use of the conference premises or part thereof, excluding any such liability caused by the negligence of said parties, employees or agents. In addition, the Sponsor acknowledges that neither AFLA nor the official conference hotel maintain insurance covering the Sponsor's property and that it is the responsibility of the Sponsor to obtain business interruption and property damage insurance covering such losses by the Sponsor. Sponsors wishing to insure their exhibit materials and goods against theft or damage by fire, accident or loss of any kind must do so at their own expense. Every Sponsor is responsible for obtaining insurance (liability, fire and theft) in such amounts deemed appropriate to comply with its obligations hereunder.

## Important Dates & Deadlines

Sponsors, by confirming your sponsorship for the 2026-2027 year, you recognize and agree to comply with the following deadlines. These deadlines indicate the final dates that sponsors can confirm add-ons, registrations/substitutions and invoice details.

### April 1, 2026

Final day for 2026-2027 sponsor right of first refusal

### August 3, 2026

Final day to confirm invoice inclusions, deadline to provide logo for inclusion on sponsor recognition signage at Annual Conference, deadline for submitting Annual Conference benefit choices options.

### August 27, 2026

Final day to confirm Annual Conference bulk registrations (group registration requests will not be accepted after this date), deadline to submit ad for inclusion in Annual Conference program book.

### August 27, 2026

Final day for registration bag gifts to be received to the AFLA office, shipped to:

**AFLA - Attn: Jennifer Stalsberg  
N83 W13410 Leon Road  
Menomonee Falls, WI 53051**

### September 5, 2026

Deadline for Annual Conference registration substitutions.

### September 27-30, 2026

2026 AFLA Annual Corporate Fleet Conference

### October 1, 2026

Canada Summit add-ons open to non-annual sponsor companies headquartered in Canada.

### January 11, 2027

Deadline for Canada Summit group registration request submissions.

### January 20, 2027

Deadline for inclusion in Canada Summit program book, deadline for inclusion on Canada Summit signage.

### February 3, 2027

Deadline for Canada Summit registration substitutions.

### Mid-February 2027

2027 AFLA Canada Summit

Questions? Contact AFLA at  
414-386-0366 or at  
Info@AFLA.org

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## Sponsor Confirmation Form

**Company Name** (As it should appear on all written materials): \_\_\_\_\_

**Primary Sponsorship Contact Name:** \_\_\_\_\_

**Primary Sponsorship Contact Email:** \_\_\_\_\_

**Annual Sponsorship Level:** \_\_\_\_\_

**Sponsorship Add-on(s):** \_\_\_\_\_

**Sponsorship Total:** \_\_\_\_\_

By signing this sponsorship confirmation, the sponsor named above acknowledges and agrees to the Terms & Commitments, including deadlines, outlined above for the 2026-2027 annual sponsorship year.

**Signature:** \_\_\_\_\_