



CATEA

CALIFORNIA AUTOMOTIVE TECHNICAL EDUCATION ALLIANCE

www.CaAutoTechAlliance.org

2025 SPONSOR GUIDE

October 17 & 18, 2025

Saddleback College @ATEP

Tustin, California



ABOUT US

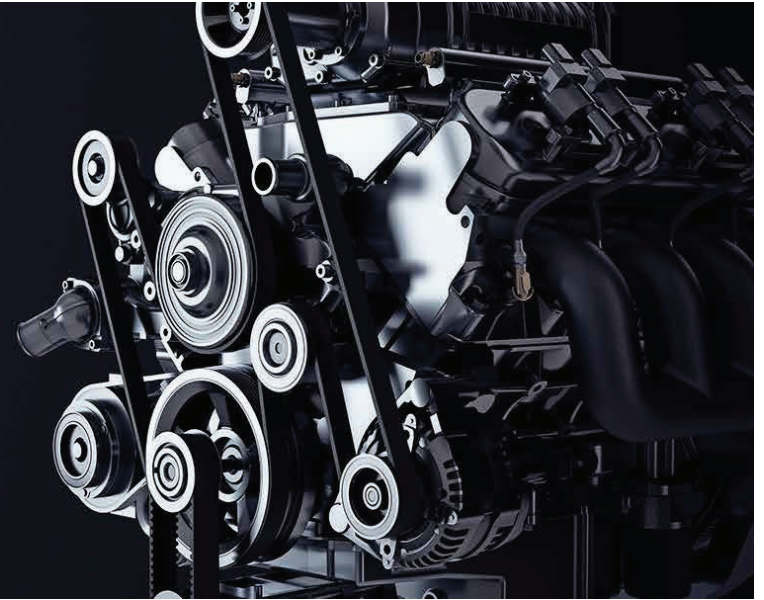


TRAIN, SUPPORT COLLABORATE

CATEA exists to support and strengthen automotive education through technical training, instructional development, and sustained industry engagement. From equipping instructors with cutting-edge tools to connecting students with internships and career pathways. Together, we're shaping a future where every student is ready to thrive in a rapidly evolving industry.

Through statewide conferences, targeted workshops, and the development of lasting educator-industry networks, CATEA is building the infrastructure needed to close the gap, elevate the profession, and ensure students are prepared to thrive in a rapidly evolving industry.

ABOUT THE **CONFERENCE**



A Simple Goal: to ensure every instructor has the resources they need, every program is supported, and every student is prepared to thrive in a rapidly evolving **automotive** industry.

EVENT

CALIFORNIA AUTOMOTIVE TECHNICAL EDUCATION ALLIANCE CONFERENCE

EVENT BACKGROUND

CATEA is proud to host its inaugural statewide event in collaboration with the CNCDA Foundation, California Automotive Teachers, ASC Education Foundation, SDTechs, and Mobilize Summit.

The event will include keynote addresses, plenary sessions, professional development opportunities, networking activities, reception, Cars & Coffee, and other special activities.

ATTENDEE PROFILE



THE OPPORTUNITY

This conference will bring together leaders from education, industry, and workforce development to address California's urgent need for skilled automotive technicians. With the combined reach and resources of our partners, sponsors will gain direct access to educators and industry innovators, creating unique opportunities for visibility and connection that extend far beyond the event itself.

We anticipate approximately 250 high-level attendees in 2025, making this a powerful platform to showcase your brand, build relationships, and demonstrate your commitment to advancing automotive education.

As a founding sponsor, you won't just support an event, you'll help shape the conversation and lay a leading role in developing the next generation of California's automotive workforce.

**Be part of the launch. Be part of the solution.
Partner with CATEA today.**



EDUCATION
K12 | Colleges | For Profits



GOVERNMENT



INDUSTRY
Dealerships | Manufacturers
Independents | Aftermarket



NONPROFITS
Foundations | Associations

CONFERENCE PARTNERS

2025 CATEA PLANNING PARTNERS



PARTNER OPPORTUNITIES

CATEA offers lots of opportunities to partner outside of general sponsorships. CATEA is always looking for community partners, and volunteers to help with the various logistics of the show.

Some example partner activities include:

- Event promotion (Social, newsletter, email, etc.)
- Speaker or keynote identification/recommendations
- On-site show volunteers
- Photography
- Coffee & Cars vehicles



SPONSOR OPPORTUNITIES

PLATINUM SPONSORS

\$15,000

- Four (4) complimentary passes (includes meals)
- Premier logo placement across event, signage, & website
- 6' Vendor table at breakfast, lunch, & networking events
 - *Premium vendor table placement*
- Communication Shout Outs
- Recognition in post-event thank-you email
- Opt-in attendee list
- Opportunity to welcome attendees at sponsored event
- Branding opportunity (Choose one)
 - *Lanyards*
 - *Attendee Bags*
 - *Attendee Snacks*
 - *Notebooks & Pens*
 - *Refreshment Station (Non-Alcoholic Drinks)*
 - *Hydration Station & Water Bottles*
- *Branded social/photo station access (Optional)*
- *Opening and closing remark shout-outs*
- *Option to put collateral & small swag in attendee bag*
- *Shared welcome toast (up to 45 seconds each)*

GOLD SPONSORS

\$10,000

- Four (4) Complimentary passes (includes meals)
- Logo placement on materials, signage, & website
- 6' Vendor table at breakfast, lunch, & networking events
 - *Premium vendor table placement*
- Communication Shout Outs
- Recognition in post-event thank-you email
- Opt-in attendee list
- Opportunity to welcome attendees at sponsored event
- Branding opportunity (Choose one)
 - *Lanyards*
 - *Attendee Bags*
 - *Attendee Snacks*
 - *Notebooks & Pens*
 - *Refreshment Station (Non-Alcoholic Drinks)*
 - *Hydration Station & Water Bottles*
- *Branded social/photo station access (Optional)*
- *Opening and closing remark shout-outs*
- *Option to put collateral & small swag in attendee bag*

SPONSOR OPPORTUNITIES

SILVER SPONSORS

\$2,000

- Two (2) complimentary passes (includes meals)
- Logo placement on materials, signage, & website
- 6' Vendor table at breakfast, lunch, & networking events
 - *Premium vendor table placement*
- Communication Shout Outs
- Recognition in post-event thank-you email
- Opt-in attendee list
- Opportunity to welcome attendees at sponsored event

STANDARD EXHIBITOR

\$800

- Two (2) complimentary passes (includes meals)
- Logo placement on website & directory
- 6' Vendor table at breakfast, lunch, & networking events
 - *Premium vendor table placement*
- Opt-in attendee list

BASIC EXHIBITOR

\$400

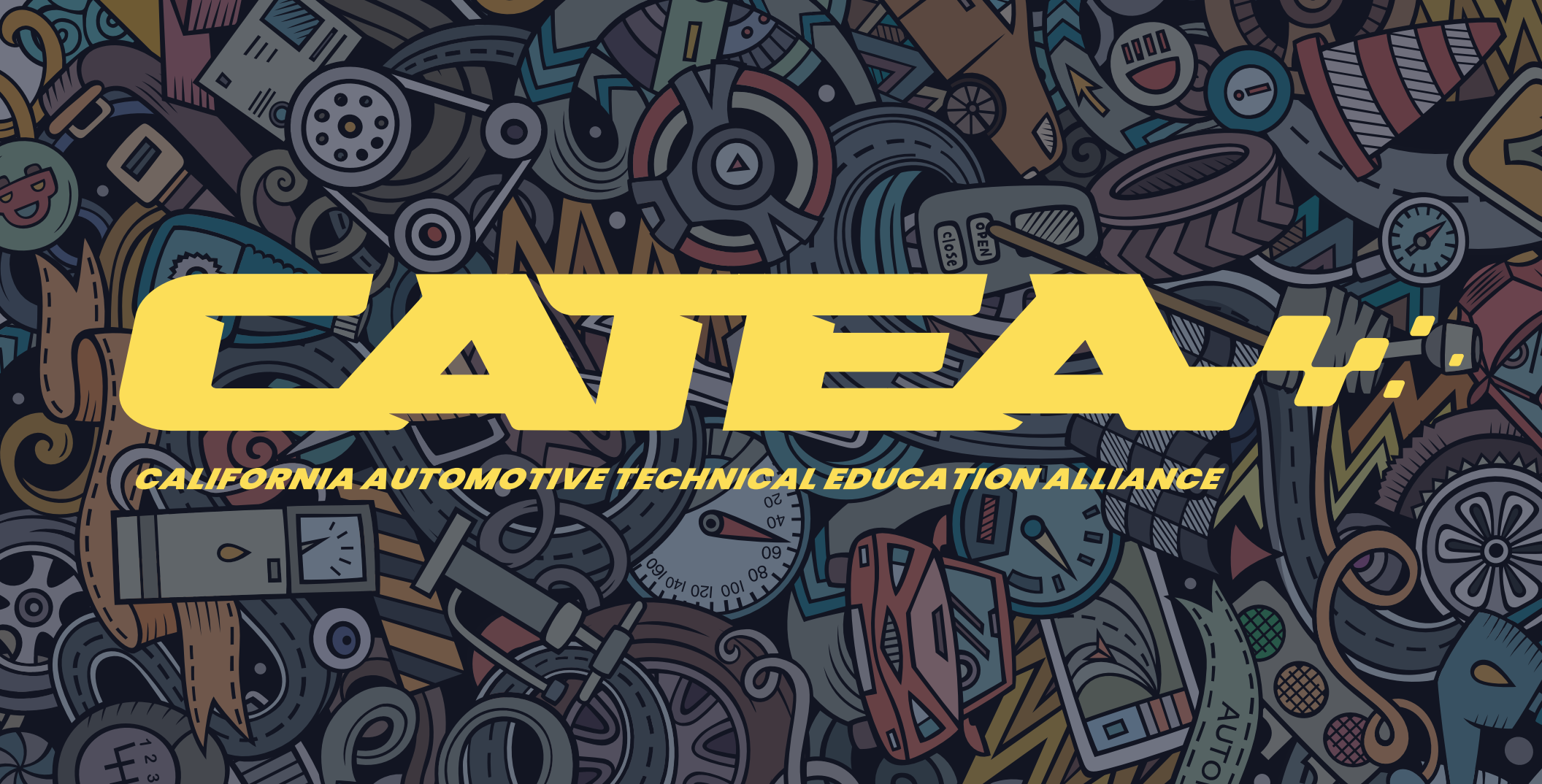
- Two (2) complimentary passes (includes meals)
- 6' Vendor table at breakfast, lunch, & networking events
 - *Premium vendor table placement*

A LA CARTE

\$ VARIES

- Cars & Coffee Sponsor
- Reception Sponsor
- Snack & Refreshments Sponsor
- Lunch & Explore Vendor options
- Networking Sponsor
- Charging Station Sponsor
- Additional exhibitor

Don't see something that aligns with your needs or budget? CATEA will work with your organization on a customized option.



CATEA

CALIFORNIA AUTOMOTIVE TECHNICAL EDUCATION ALLIANCE

CONTACT INFO

Rachel Hogue



CATEAinfo@gmail.com



(833) 722-8329



www.CaAutoTechAlliance.org

SCAN ME

