



yang<sup>UNDER 40</sup>

A COMMUNITY OF THE AUTO CARE ASSOCIATION

# supporter packet

The Young Auto Care Network Group (YANG), a community of the Auto Care Association, exists as a platform for young professionals in the auto care industry to further their professional development and contribute to the future success of the industry.

# why yang?

## Why YANG is Worth Your Investment

**As a young industry professional, YANG will allow you to:**

- Participate in national and local networking events
- Gain access to industry news, networks and scholarships
- Represent yourself and your company through leadership opportunities
- Develop essential business and leadership skills

**As an employer, your future leaders will:**

- Learn best practices from industry leaders and peers
- Garner exposure for your company
- Build relationships that enable future success for your company
- Value the opportunity to be a part of something bigger than themselves



*We must ensure that the next generation of leadership has the tools (and mentoring) they need to advance the independent auto care industry. YANG offers the opportunity for those under 40 years old to network, share best practices and develop a support system to ensure our future."*

**Bill Hanvey**  
President and CEO, Auto Care Association

**The Young Auto Care Network Group (YANG) is the premier community for young professionals in the auto care industry – *and we continue to thrive.***

# yang at-a-glance



**1,600**

YANG has over 1,600 active members across the world.



**100**

The annual YANG programming at the Auto Care Connect conference has brought in nearly 100 attendees every year.



**10+**

Over 10 Regional Meet-Ups take place every year. YANG's largest Regional Meet-Up takes place at AAPEX with nearly 300 attendees!



**75+14**

The YANG Mentorship program averages 75 mentees and 14 mentors participating each year.

**4x100**



The YANG Professional Series offers quarterly virtual sessions throughout the year. Nearly 100 registrants attend to learn about key issues, hot topics, and opportunities in the automotive aftermarket.

**\$10K**



YANG offers five Next Step Program scholarships (valued up to \$2,000 for each recipient) to attend the annual YANG programming at Auto Care Connect each year.



**100%**

YANG awards one deserving YANG member a scholarship to attend the highly-acclaimed University of the Aftermarket's Leadership 2.0 Program (valued at \$6,650).



**\$10K**

YANG raises nearly \$10,000 every year to contribute to the Automotive Aftermarket Charitable Foundation (AACF).



YANG helps present and manage Impact Awards annually to recognize four people under the age of 40 who have made remarkable contributions within the auto care industry.



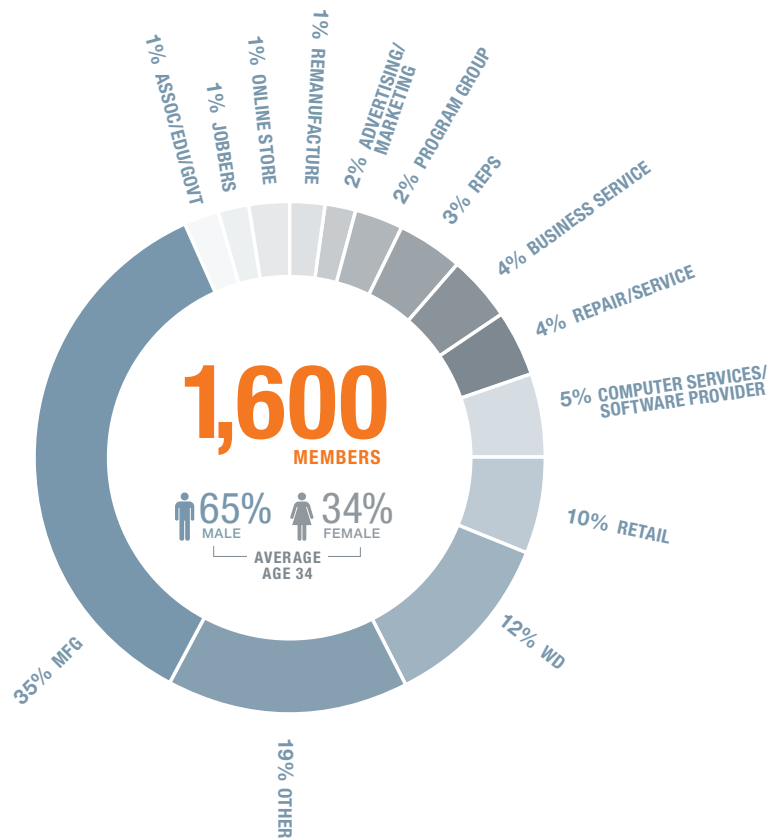
**2,000+**

The YANG LinkedIn page boasts 2,000+ followers.

**1,600+**



The quarterly YANG Effect Newsletter reaches 1,600+ readers.





# member opportunities

## YANG Programming at Auto Care Connect



Professional development and industry education geared toward the under-40 crowd available in conjunction with Auto Care Connect Conference and the Next Step Program. Participants can earn Continuing Education Units (CEUs) toward professional designations offered through the University of the Aftermarket in conjunction with Northwood University, such as the AAP or MAAP.



## Awards



### Impact Award: 4 Under 40



The Auto Care Association Impact Award: 4 Under 40 award annually recognizes four people under the age of 40 who have made remarkable contributions within the auto care industry. These individuals have achieved success within their organizations through professionalism, hard work, dedication, and remarkable abilities. They are shining stars, examples for others and exemplary representatives of our industry. The awards are presented and managed by the association's Marketing and Communications committee and the YANG community.

## YANG Mentorship Program



The YANG Mentorship Program is designed for young professionals in the automotive aftermarket who are passionate about their

growth and development. The program provides opportunities for members to focus on personal and professional goals, while acquiring the tools to become tomorrow's leaders. The YANG Mentorship program averages 75 mentees and 14 mentors participating each year.

## Scholarships

### Next Step Program

The Next Step Program offers five young industry professionals the opportunity to experience up-close how the association and various aspects of the industry work by attending Auto Care Connect Week.



### Leadership 2.0

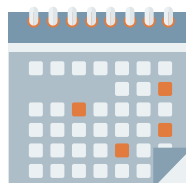
Every year, YANG awards one member a full scholarship to attend the University of the Aftermarket's Leadership 2.0 program: a two-week, post-graduate course focusing on leadership and business skills. The Leadership 2.0 scholarship is generously funded by the University of the Aftermarket Foundation.



## YANG Regional Meet-Ups



More than 10 YANG Regional Meet-Ups have taken place throughout the year. These popular networking events allow attendees to connect with peers in a more casual atmosphere. Meet-Ups remain the single best way to engage the broader YANG community, so if your company is looking to engage younger industry professionals, host a Regional Meet-Up in your area. YANG's largest Regional Meet-Up takes place at AAPEX with nearly 300 attendees!



For the full calendar and to get started, visit  
[autocare.org/yang](http://autocare.org/yang)

# corporate supporter commitment



	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	25K	15K	10K	5K	2K
Logo inclusion in slideshow recognizing all sponsors at the 2025 Auto Care Connect Conference	•				
Two complimentary registrations to the 2025 Auto Care Connect Conference	•				
Exclusive session sponsorship rights for one 2025 Auto Care Connect Conference session developed by the YANG Community*	•				
One Sponsor Spotlight interview in the YANG Effect newsletter (1,600+ viewers)	•	•			
One YANG Fundraiser Sponsor recognition post on YANG's LinkedIn (2,000+ followers)	•	•			
Logo placement on attendee tables during all YANG conferences and events	•	•			
YANG Fundraiser Sponsor recognition on table signage at AAPEX	•	•	•		
One Sponsor Spotlight post on YANG's LinkedIn (2,000+ followers)	•	•	•		
25% off discount registrations on Auto Care Connect Conference registration for up to (5) YANG member employees	•	•	•	•	
Young Professional Series Quarterly Virtual Event Recognition (averages nearly 100 registrants)	•	•	•	•	
Ability to use YANG Supporter Logo on your communications and marketing materials	•	•	•	•	•
Logo recognition on YANG's website (homepage and sponsorship page)	•	•	•	•	•
Prominent logo placement in Auto Care owned promotions and on-site at Auto Care designated areas of AAPEX and Auto Care Connect Conference	•	•	•	•	•
Logo recognition in selected YANG-specific email campaigns (50+ messages published annually)	•	•	•	•	•

## SPONSOR LOGO RECOGNITION



YANG Effect newsletter



Sponsor Spotlight post on YANG's LinkedIn



autocare.org/yang

\*Session sponsorship must be approved by the YANG Leadership Council.

**YANG could not have achieved this level of success without the continued backing of its Corporate Supporters.**

**Can we count on you to help us support the next generation of industry leaders?** Annual YANG sponsorship opportunities can be purchased at anytime. Sponsorships will be available at all events within 365 days a year from order. Annual sponsorships cannot be purchased at a pro-rated price.

All YANG annual sponsorships are non-refundable. If you have any questions, please email [yang@autocare.org](mailto:yang@autocare.org).

