

BASF

We create chemistry



COLLISION REPAIR EDUCATION™
FOUNDATION
I-CAR

*69' Camaro Fundraiser &
Industry Awareness Campaign
Project*



BASF
AUTOMOTIVE
REFINISH
COATINGS



Brands of BASF –
We create chemistry

Project Goals

- Car Rebuild – '69 Camaro
 - Support opportunities:
 - Donated Parts
 - Sponsors (\$100K goal)
 - Help us spread the word when raffle tickets open
 - Include local Virginia collision students, other rebuilders
- Funds raised (\$250K+ goal): increase the industry exposure and career opportunities available:
 1. “Careers In Collision” **neutral** public facing web site created to educate the public about the industry, career paths available, etc.
 - Welding industry example:
<https://www.careersinwelding.com/>
 2. Collision Industry Awareness PSA campaign (TV, online, radio) – the PSAs would direct people to the web site, learn more about the industry, find a local school, etc.



Project Timeline

- SEMA 2021 –Announcement
- 2022 – 2023 Car Rebuild @ KTL Restorations (Danville, VA)
 - Seeking industry sponsors
 - Raffle tickets sold
 - Promotion of Vehicle (ie. Jay Leno’s Garage)
- SEMA 2023 – Drawing for vehicle!
- 2023/2024 – Public facing industry web site created & national PSA campaign launched.



Join Us!

- For additional information on how to get involved (sponsorship, parts donation, etc) contact:

Brandon Eckenrode,

CREF Managing Director:

Brandon.Eckenrode@ed-foundation.org

312-231-0258

THANK YOU TO BASF & KTL FOR HEADING
UP THIS PROJECT!

 **BASF**

We create chemistry

COLLISION REPAIR EDUCATION™
FOUNDATION
I-CAR



BASF
AUTOMOTIVE
REFINISH
COATINGS

