



July 15, 2024

RE: Marketing refresh for the ICBC Repair Network

Hello Collision and Glass Repair Program participants,

I'm writing to provide an update regarding the marketing refresh of the ICBC Repair Network and let you know that a grant is now available to help with the transition.

It will be a requirement to remove all outdated ICBC logos from all ICBC Repair Network signage. Program participants can refer to section 10 of the applicable Program Guide, as well as the new ICBC Logo usage standards for ICBC Repair Network. For Glass Repair Program participants, updates to their section 10 will be made in Fall 2024.

Collision and Glass Repair Program participants will have until April 1, 2026, to remove all signage displaying outdated ICBC logos (such as c.a.r. shop Valet, ICBC c.a.r. shop, Glass Express, and the Repair Network logo released in 2020).

Supporting your transition

To help our business partners transition to the current Repair Network logos, we're offering a grant of up to \$1,000 towards the removal and/or update of all outdated ICBC logos for Collision and Glass Repair Program participant locations.

Subject to the relevant Terms and Conditions, **the grant will be available until February 28, 2025**, and can be used for removal and/or replacement of all signage displaying outdated ICBC logos. A minimum requirement for grant eligibility is the removal of all exterior signage containing outdated ICBC logos.

Program participants that have already made the signage updates prior to this announcement are still eligible to apply for the grant.



Collision and Glass Repair Program participants can also receive a complimentary facility window decal featuring our current ICBC Repair Network logo. To receive your complimentary decal, please contact your account services representative.

How to apply for the grant

Program participants can request the grant by completing the grant application form attached to this email and submitting it to SupplierPrograms@icbc.com.

Once the grant application has been received and approved, a cheque will be issued to your repair facility.

If you wish to update to the current ICBC logo, please submit a new signage request for approval prior to proceeding with installation. An approved artwork request is one of the grant requirements if your facility intends to display the current ICBC logo.

More information regarding the grant's criteria can be found on the [business partners](#) page. Collision and Glass Repair Program participants are encouraged to familiarize themselves with the details.

We're on a path to create greater consistency to preserve and support our brand. Consistency is required to earn customer trust and support their positive perception of ICBC and the ICBC Repair Network. Glass and Collision Program facilities are where customers often see our logos. Updating to our current logo will ensure that your signage aligns with our current branding and provides a consistent experience for our shared customers. It's our hope that the extended transition timeline, complimentary window decal, and financial support will help make this transition easier for you.

If you have any questions we're here to help. Please reach out to [Supplier Programs and Administration](#).

Regards,

Alden Li Director,

Material Damage Strategy and Programs



ICBC Repair Network signage grant application

To help our business partners transition to the current ICBC Repair Network logos, we are offering a grant of up to \$1,000 towards the removal and/or update of all outdated ICBC logos for Collision and Glass Repair Program participants.

The deadline to apply for the grant is **February 28, 2025**. Signage grants are subject to the attached Signage Grant Terms and Conditions.

Instructions:

Please fill out this form in full, and email it to Supplier Programs & Administration at SupplierPrograms@icbc.com

Contact information for person submitting this form:

Name:

Phone Number:

Location details for this grant request

Facility Name:

Facility Number:

Facility Address:

Type of grant requested:

Please choose one circumstance below under which you're applying for a grant and ensure you meet all criteria:

NOTE: if creating new signage with the ICBC Repair Network logo, you must submit the signage artwork **prior** to production by emailing Supplier Programs & Administration (SupplierPrograms@icbc.com) for approval.

Criteria requirements:

Grant 1 or 2 criteria: Updates completed:

- o Please email in receipts and photos for completed work along with this form.

Grant 1 or 2 criteria: Plan to update:

- o Describe your plan for updates below - include the types of sign, how many, and what your replacement plan will be. e.g. we will remove the outdated ICBC logo on the awning on all 3 sides, remove the window box and street pylon sign. We will replace with the new logo only in the window and on the street pylon but will leave our awning branding to be our shop only.

Describe plan:

Receipts for completed work for grant 1 or 2 must be submitted by **April 1, 2026**

Grant 3 criteria - Please complete the work before submitting for this grant. Prior to removal of your outdated ICBC logo, ensure you take a 'before' photo, and then an 'after' photo of the same location. Ensure the photos provided are wide shots of the building and not just close ups of the sign.

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Mailing address:

For all grant submissions, please provide us with the mailing address to send the cheque

Attention to:

Terms & Conditions:

By clicking this box, I confirm that I have read and agree to the attached Signage Grant Terms & Conditions.

Signage Grant Terms and Conditions

1. Definitions

1.1 In these Terms and Conditions:

- (a) **"Eligible Expense"** means expenses incurred by the Participant in connection with: (i) the removal or disposal of existing Outdated Logos at the location of the Participant; (ii) the purchase or installation of Current Logos at the location of the Participant; or (iii) sign replacement without any ICBC logo after removal of Outdated Logos at the location of the Participant. For certainty, Eligible Expenses include external expenses only and exclude any facility mark-up.
- (b) **"Current Logos"** means ICBC Repair Network logos that comply with the current version of the Collision or Glass Repair Program Guide (as may be applicable) and the ICBC logo usage standards for ICBC Repair Network
- (c) **"Outdated Logos"** means any ICBC logo (e.g. C.A.R. Shop Valet, Glass Express or Repair Network logo released in 2020) that does not comply with the current version of the Collision or Glass Repair Program Guide (as may be applicable) and the ICBC logo usage standards for ICBC Repair Network
- (d) **"Participant"** means the Collision or Glass Repair Program Participant for which you are an authorized representative. For certainty, facility locations participating in both the Collision and Glass Repair Programs constitute one Participant.
- (e) **"You"** means the individual that clicks to accept these Terms and Conditions and submits the application for a signage grant.

2. Signage Grant

2.1 To become eligible for a signage grant, by February 28, 2025 the Participant must submit to ICBC:

- (a) Invoices for Eligible Expenses already incurred; or,
- (b) Specific plans to update signage including the following details:
 - Scope of work (e.g. removals of Outdated Logos, installation of Current Logos, type of signage being replaced, etc.);
 - Supplier of services or materials, if known; and,
 - Anticipated timeline to complete the work.

2.2 On becoming eligible for an ICBC signage grant pursuant to Section 2.1, ICBC will reimburse or pay a maximum of \$1,000 for Eligible Expenses as a signage grant for the individual location of the Participant, at ICBC's discretion. For certainty, a Participant that participates in both the Collision and Glass Repair Programs will be eligible for one signage grant only.



- 2.3 **It is a material condition subsequent of these Terms and Conditions that if a Participant submits specific plans pursuant to Subsection 2.1(b) above, they must also submit to ICBC receipts for the Eligible Expenses up to the amount of the signage grant provided, before April 1, 2026.**
- 2.4 If a Participant uses in-house labour/materials to remove or dispose of Outdated Logos, or create or install Current Logos, the Participant may submit photographs of the completed work (including “before and after” wide shots of the building from all sides to demonstrate the work completed). Upon review and approval of the submitted photographs, ICBC will pay the Participant the total amount of \$250 for such work per individual location.
- 2.5 A Participant shall be ineligible for a signage grant if any Outdated Logos remain visible on the Participant’s premises as of April 1, 2026. If any Outdated Logos remain on April 1, 2026, or thereafter, the Participant must refund any amounts paid by ICBC, in accordance with Section 2.8 below.
- 2.6 Any Current Logos installed must be approved in advance by ICBC to be eligible for the signage grant.
- 2.7 The Participant may submit invoices for Eligible Expenses one or more times, provided that ICBC will only pay to the Participant a total maximum of \$1,000 per location as a signage grant, inclusive of any Eligible Expenses or in-house labour/materials.
- 2.8 If the Participant breaches any term or condition of these Terms and Conditions, the Participant shall refund to ICBC all amounts paid by ICBC to the Participant pursuant to these Terms and Conditions. Notwithstanding any provision to the contrary in these Terms and Conditions and without prejudice to any other remedy which ICBC may have, ICBC shall be entitled to deduct from and set off against any amounts otherwise due to the Participant under these Terms and Conditions or any other agreement between ICBC and the Participant any refundable amounts which are due by the Participant to ICBC.

3. Representations, Warranties, and Covenants

- 3.1 You hereby represent and warrant that You are an authorized representative of the Participant identified in connection with this submission for the purpose of receiving a signage grant from ICBC as described in Section 2 above.
- 3.2 The Participant hereby represents, warrants and covenants that it:
- (a) is eligible for an ICBC signage grant pursuant to section subsection 2.1;
 - (b) will submit invoices relating to incurred Eligible Expenses pursuant to subsection 2.3;
 - (c) has sufficient authority to effect and enter into these Terms and Conditions; and
 - (d) will obtain ICBC approval of the applicable signage pursuant to the terms of the Collision or Glass Repair Program Guide (as may be applicable).

4. Release and Indemnity

- 4.1 The Participant hereby releases ICBC, its officials, officers, employees and agents from all costs, losses, damages and expenses, including those caused by personal injury, death, property damage, loss and economic loss arising out of, suffered or experienced by the



Participant and its officers, employees and agents in connection with (i) these Terms and Conditions; (ii) the grant to the Participant described in Section 2 above; and (iii) the removal, disposal, installation or presence of ICBC signage at the Participant's location for which the grant to the Participant described in Section 2 above was paid.

- 4.2 The Participant agrees to indemnify and save harmless ICBC, its officer, directors, employees, consultants, and agents from and against all claims, demands, actions, proceedings, costs, interests and expenses caused by or arising from: (i) these Terms and Conditions; (ii) the grant to the Participant described in Section 2 above; and (iii) the removal, disposal, installation or presence of ICBC signage at the Agent's location for which the grant to the Agent described in Section 2 above was paid.

5. General

- 5.1 These Terms and Conditions shall be governed by and interpreted in accordance with the laws of the Province of British Columbia. All disputes arising out of or in connection with these Terms and Conditions, or in respect of any legal relationship associated therewith or derived therefrom, shall be referred to and finally resolved by arbitration administered by the Vancouver International Arbitration Centre (VanIAC) pursuant to its applicable Rules. The place of arbitration shall be Vancouver, British Columbia, Canada.
- 5.2 These Terms and Conditions constitute the entire agreement between the parties in connection with the subject matter herein.
- 5.3 These Terms and Conditions may be amended only by a written agreement signed by both parties.
- 5.4 The invalidity of any particular provision of these Terms and Conditions shall not affect any other provision and these Terms and Conditions shall be read as if such invalid provision were omitted.
- 5.5 The headings in these Terms and Conditions have been included for convenience of reference only, do not form part of these Terms and Conditions, and are not intended to interpret, define or limit the scope or meaning of these Terms and Conditions or any of its provisions.
- 5.6 These Terms and Conditions shall ensure to the benefit of and be binding upon the parties and their heirs, executors, administrators, successors and permitted assigns.
- 5.7 Time is of the essence of these Terms and Conditions in all respects.