

2019

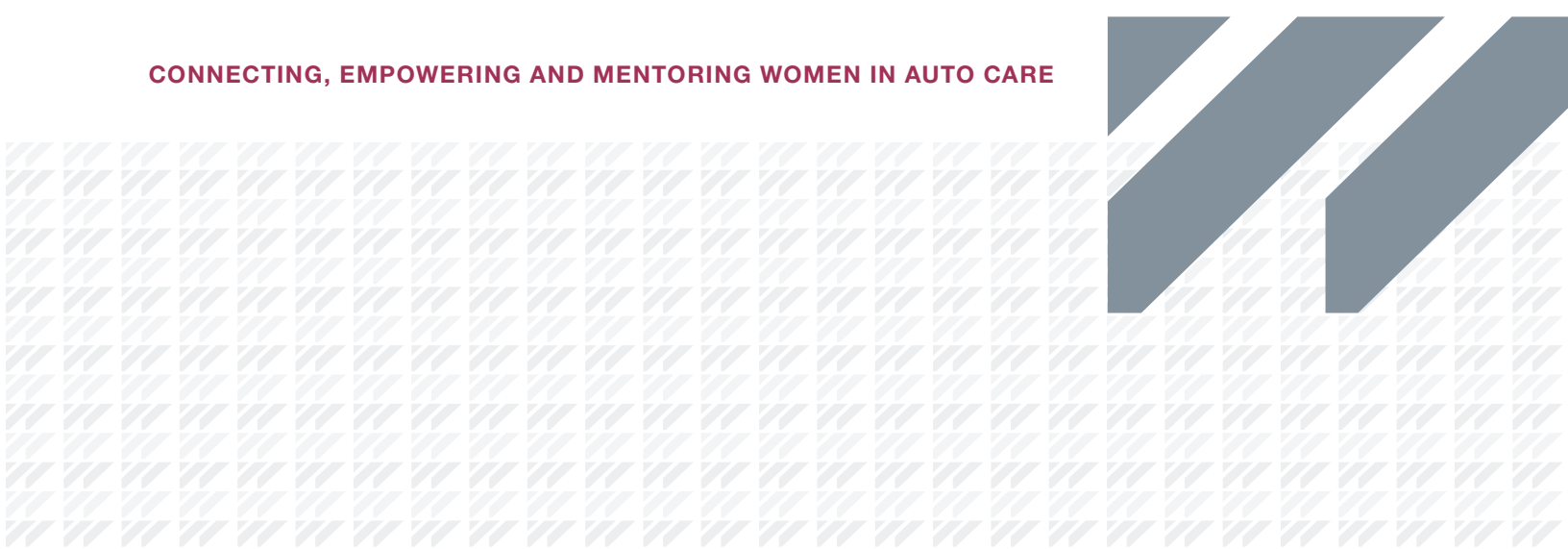
women

IN AUTO CARE

A COMMUNITY OF THE AUTO CARE ASSOCIATION

SPONSORSHIP PROSPECTUS

CONNECTING, EMPOWERING AND MENTORING WOMEN IN AUTO CARE



WHO WE ARE

Women in Auto Care is a global community of women in the auto care business who help to transform the lives of those who transform the auto care world.

The community is comprised of auto care professionals dedicated to providing opportunities, education and career leadership to women in the auto care industry.

MEMBERS AND CONFERENCE ATTENDEES

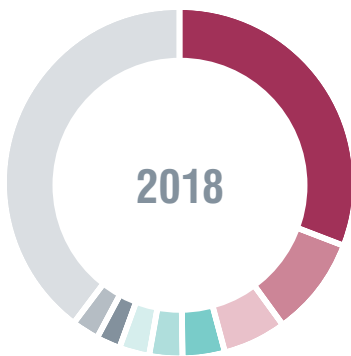
Our members include technicians, shop owners, engineers, and professionals in human resources, business management, marketing, sales, product management, manufacturing, distribution, wholesale, retail, consulting and the industry associations. In short, our community has representation throughout the automotive supply chain.

Having a program that encourages networking, mentoring, recruitment and recognition is vital to fueling the passion of individuals from all walks of life to enter or continue a career in the auto care industry. That's why we're proud to sponsor and enable new connections, empowerment and mentorship of women in auto care.



TERI THOMAS
Senior Marketing Manager
National Accounts Interstate Batteries

DEMOGRAPHICS



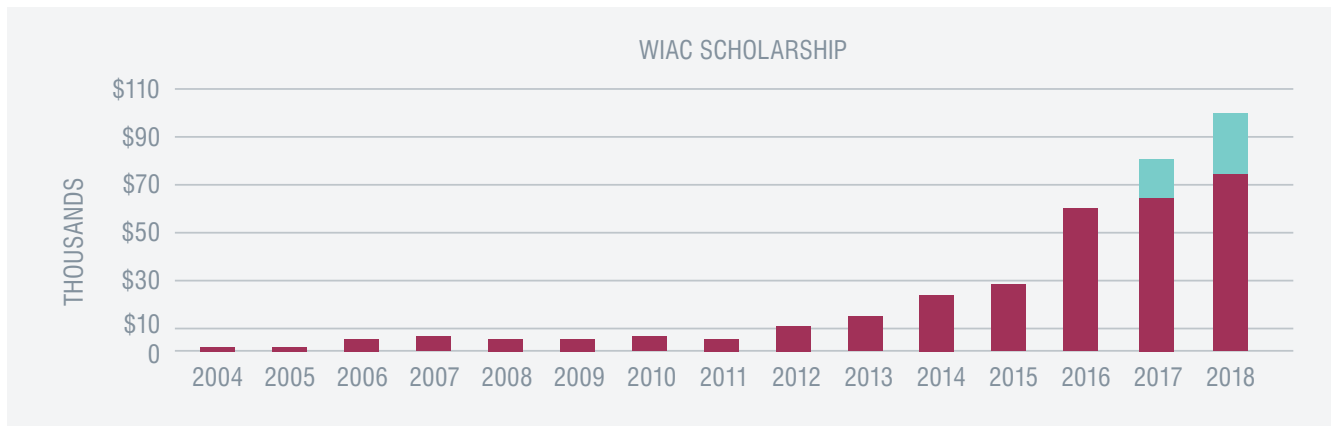
- MANUFACTURING | 31%
- SERVICE CENTER | 9%
- BUSINESS SERVICES | 6%
- WD | 4%
- ADVERTISING/PR/MARKETING | 3%
- SOFTWARE | 3%
- EDUCATION | 2%
- REP | 2%
- OTHER | 40%

HOW SPONSORSHIP DOLLARS HELP US

Scholarships

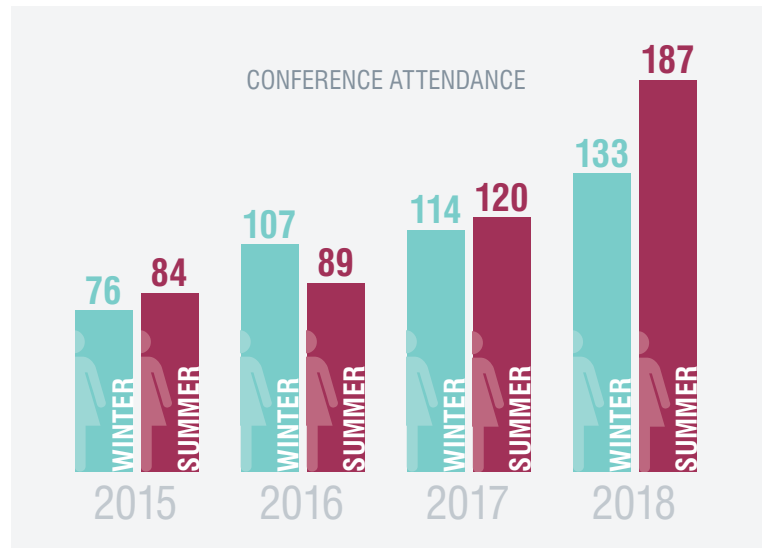
Since 2004, we have awarded more than \$350,000 in scholarships to female students seeking careers in our industry.

■ DOLLARS ■ TOOL KITS



Conferences

We host two conferences a year, open to anyone in the auto care industry. The conferences focus on personal and professional development and are jam packed with top-level speakers and industry insights and will inspire and ignite passion in all those who attend.



SPONSORSHIP

What are the benefits to sponsoring Women in Auto Care?

Sponsorship dollars support Women in Auto Care events as well as go towards funding for the Women in Auto Care Scholarship fund.

FOR YOUR COMPANY:

- Your support provides scholarships for young women and a student mentoring program which helps to recruit, retain and support women in the auto care industry.
- Your company demonstrates support for your female employees and female customers.
- Your company helps us continue to provide professional development tools and conferences to support and advance women in the aftermarket.
- Your company will receive recognition through Women in Auto Care communications and signs.

THE STATS...YOUR CUSTOMERS AND VEHICLE OWNERS:

- The majority of your target customers are women.
- Women are major influencers on the auto care industry, spending over \$200 billion on repairs and mechanical services.
- 92% of women pass along information to a friend.

Join us in the effort to support the future of the auto care industry and those that influence it the most.

ANNUAL SPONSORSHIP OPPORTUNITIES

Annual sponsorships are valid for 365 days from order. Sponsorship will be displayed at all events within 365-day time frame.

	PLATINUM \$10,000	GOLD \$7,000	SILVER \$5,000	BRONZE \$2,000
Ability to select a coffee break at one Women in Auto Care conference for additional recognition as a sponsor (\$1,500 value)	•			
\$5,000 scholarship in sponsor's name, recognition through Auto Care press release (\$5,000 value) <i>Note: Women in Auto Care Committee selects award recipient</i>	•			
Two invitations to the Women in Auto Care luncheon at AAPEX (\$100 value)	•	•		
Ability to provide and send any company logoed materials (example: pens, notepads) for distribution to attendees at the Women in Auto Care conference (\$1,000 value)	•	•		
Ability to use Women in Auto Care supporter logo on your communications and marketing materials for 365-day window of sponsorship	•	•	•	•
Recognition ribbon ("Women in Auto Care [LEVEL] Sponsor") for your employees at all Auto Care-organized conferences including Auto Care Leadership Days, Women in Auto Care Leadership Conferences, AAPEX, etc.	•	•	•	•
Recognition of support on Women in Auto Care page of the Auto Care Association website	•	•	•	•
Recognition in the Women in Auto Care Events within the Auto Care Events app	•	•	•	•
Company logo displayed at Women in Auto Care Leadership conferences falling within the 365 days of sponsorship	•	•	•	•
AAPEX: Recognition at Women in Auto Care reception through signage inside and outside	•	•	•	•

CONFERENCE SPONSORSHIP OPPORTUNITIES

ITEMS

CONFERENCE LANYARDS | \$1,000

Opportunity to have the conference lanyards worn by all attendees customized with your company's name and/or logo.

HOTEL KEY CARDS | \$1,000

Opportunity to have the hotel room keys which are distributed to all attendees customized with your company's name, logo or artwork.

CONFERENCE INTERNET | \$2,000

Opportunity to sponsor the conference internet accessible in the general session room. The internet sponsor will receive recognition in the conference agenda, be referenced throughout the conference when noting the internet, and will also have the opportunity to name the network ID and password for attendees' access.

WELCOME GIFT | \$1,000

Opportunity to have a pre-approved vendor supplied gift distributed to all attendees at the registration desk (sponsor responsible for production of item). Limited to five companies.

HOTEL ELEVATOR DOOR AD | \$3,500

Opportunity to have your artwork (i.e., company name, logo or ad) created and displayed on one set of elevator doors housed on the main meeting room level.

BORROW A BATTERY | \$750

Opportunity to sponsor 10 mobile battery chargers for attendees to "check out" from the registration desk and charge their mobile devices during the general sessions. Sponsor's logo will be displayed with the battery and with all advertisements of this charging opportunity. Only batteries are provided. Attendees must have their own specific cords.

WATER BOTTLES | \$2,500

Opportunity to sponsor reusable water bottles to be distributed to all attendees at the registration desk. Artwork limited to one-color imprint at the current sponsorship amount.

NAPA is dedicated to driving the appeal, fostering education, allotting training resources, and providing mentorship for women both currently in – or contemplating a career in – automotive repair. Working with industry partners toward achieving that goal helps solidify the strength of our industry and our future success.

RYAN FLANAGAN

*NAPA AutoCare Program Manager
Communications*



CONFERENCE SPONSORSHIP OPPORTUNITIES

EVENTS

WELCOME LUNCH | \$2,000

This lunch kicks off the conference for all attendees with focus on welcoming new Women in Auto Care members and first-time conference attendees. Sponsor will receive recognition in the conference agenda and on event signage, as well as up to five minutes of podium time to address the audience.

COFFEE BREAKS | \$1,500

Held mid-morning and mid-afternoon, these events provides refreshments for all attendees during a general session break. Sponsor will receive recognition in the conference agenda and on event signage.

- Option to include branded cookies, **+\$1,200**
- Option to include branded napkins, **+\$500**
- Day 1 afternoon
- Day 2 morning
- Day 2 afternoon

SPONSOR A SPEAKER | \$2,000

Support Women in Auto Care with access the best talent and educators for our attendees. Chose from list of conference speakers or recommend your own! Speaker selection defers to Women in Auto Care Committee. Recommendations and suggestions are welcome and always considered.

DAY 2 BREAKFAST | \$1,500

Held on the second day of the conference, companies have an opportunity to sponsor this continental breakfast. Sponsor will receive recognition in the conference agenda and on event signage.

DAY 2 LUNCH | \$2,000

This luncheon will feature an industry speaker and allow for attendees to network. Sponsor will be given 3 minutes of podium time to welcome the attendees and introduce the speaker. Sponsor will also receive recognition in the conference agenda and on event signage.

NETWORKING HAPPY HOUR | \$2,000

Held in the evening on Tuesday, this event provides a beer and wine reception for all conference attendees. Sponsor will receive recognition in the conference agenda and on event signage.

It's great to be involved in a community that cares so much about not only fostering the future of our industry, but also helping to increase diversity in the aftermarket. The participants within Women in Auto Care are truly current and future leaders enabling the auto care industry to thrive.

CINDY FRASCA
Chief Operating Officer, Kukui



SPONSORSHIP FORM

COMPANY NAME: PHONE:

CONTACT NAME:

CONTACT EMAIL:

	PLATINUM	GOLD	SILVER	BRONZE
ANNUAL SPONSORSHIP OPPORTUNITIES	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$2,000

I would like to donate specifically to the Women in Auto Care Scholarship Fund. \$

CONFERENCE SPONSORSHIP OPPORTUNITIES	<input checked="" type="checkbox"/>	COST
CONFERENCE LANYARDS	<input type="checkbox"/>	\$1,000
HOTEL KEY CARDS	<input type="checkbox"/>	\$1,000
CONFERENCE INTERNET	<input type="checkbox"/>	\$2,000
WELCOME GIFT	<input type="checkbox"/>	\$1,000
HOTEL ELEVATOR DOOR AD	<input type="checkbox"/>	\$3,500
BORROW A BATTERY	<input type="checkbox"/>	\$750
WATER BOTTLES	<input type="checkbox"/>	\$2,500
WELCOME LUNCH	<input type="checkbox"/>	\$2,000
COFFEE BREAKS	<input type="checkbox"/>	\$1,500
INCLUDE BRANDED COOKIES	<input type="checkbox"/>	+\$1,200
INCLUDE BRANDED NAPKINS	<input type="checkbox"/>	+\$500
SPONSOR A SPEAKER	<input type="checkbox"/>	\$2,000
DAY 2 BREAKFAST	<input type="checkbox"/>	\$1,500
DAY 2 LUNCH	<input type="checkbox"/>	\$2,000
NETWORKING HAPPY HOUR	<input type="checkbox"/>	\$2,000

Availability is not marked real-time. Contact danielle.king@autocare.org for the most up-to-date available opportunities.

TOTAL AMOUNT: \$

CREDIT CARD ACCOUNT #: EXP: CVV:

CARDHOLDER NAME: SIGNATURE:

OTHER PAYMENT OPTIONS: Check payment Please check here to be invoiced.

Checks payable to Car Care Council. Mail to 7101 Wisconsin Ave #1300, Bethesda, MD 20814.

Thank you for your support of Women in Auto Care.

Please return form to danielle.king@autocare.org.

EMAIL FORM

PRINT FORM