

2020

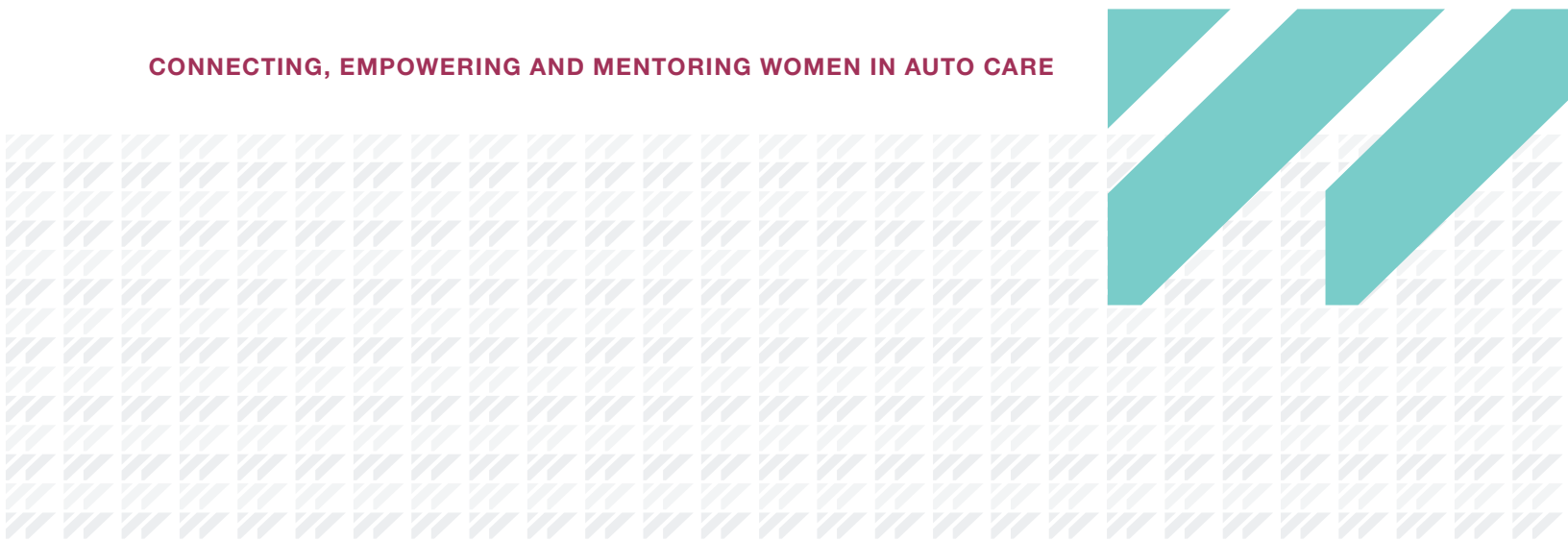
women

IN AUTO CARE

A COMMUNITY OF THE AUTO CARE ASSOCIATION

SPONSORSHIP PROSPECTUS

CONNECTING, EMPOWERING AND MENTORING WOMEN IN AUTO CARE



SPONSORSHIP

You Can't Afford **NOT** to Sponsor. Here's Why:

1) Show your female employees you believe in them

- Sponsoring the Women in Auto Care Community demonstrates your organization believe in the success of a gender diverse workplace. It signals your company values the recruitment, development and retention of women in the automotive industry.
- Your company demonstrates support for your female employees and female customers.

2) Support scholarship and mentoring program that strengthen the industry

- Your support provides scholarships for young women and students looking to start and continue careers in the automotive industry
- You provide support for a mentoring program that helps to recruit, retain and support women in the auto care industry.
- You help Women in Auto Care provide professional development tools and educational conferences to support and advance women in the aftermarket.

3) Generate brand awareness to a diverse and growing audience

- Our conference attendees and 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.
- 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 (67%) are women.
- Women are major influencers on the auto care industry, spending over \$200 billion on repairs and mechanical services.
- Ninety-two percent 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.

Our message is reaching a larger group every year!

Conference attendance has grown 40% over the past six years.

We Need Your Support!

ONLY 7.2%
OF FORTUNE 500 CEOs
ARE WOMEN

22%
OF C-SUITE
EXECUTIVES ARE
WOMEN

Women make up **48% of entry-level employees**, but their share dips to **38% at the manager level** and continues to decrease the higher up you look.

WOMEN ARE LESS LIKELY TO HAVE ACCESS TO SENIOR LEADERS

Companies in the MSCI World Index with strong female leadership generated a **return on equity of 10.1%** per year versus **7.4% for those without**.

WHO WE ARE

The Women in Auto Care organization is dedicated to the advancement, education and empowerment of women within the auto care industry. Women in Auto Care is dedicated to providing opportunities, education and career leadership to women in the auto care industry through conferences, networking, scholarships, education, data, awards and more.

Annual Women's Leadership Conference

Focused on professional development, offering several educational and networking opportunities

- Accredited by Northwood University since 2012- offering continuing education unit (CEU) credits

Scholarship Program

Women in Auto Care grants scholarships to deserving high school and post-secondary female students

Awards

Women in Auto Care administers and sanctions awards at the Women in Auto Care awards ceremony at the AAPEX show in Las Vegas

- Women of the Year awards
- The Automotive Communication Awards

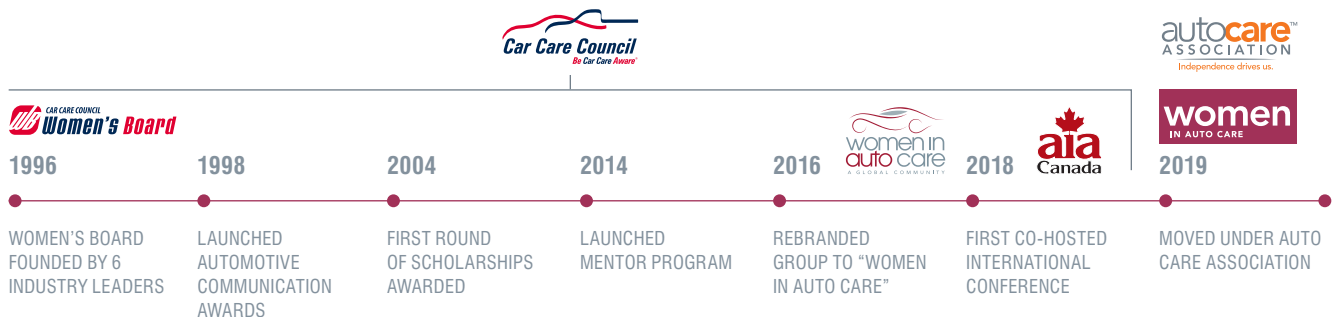
Mentor Program

Women in Auto Care curates mentor relationships based on individual goals, fit and experiences

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

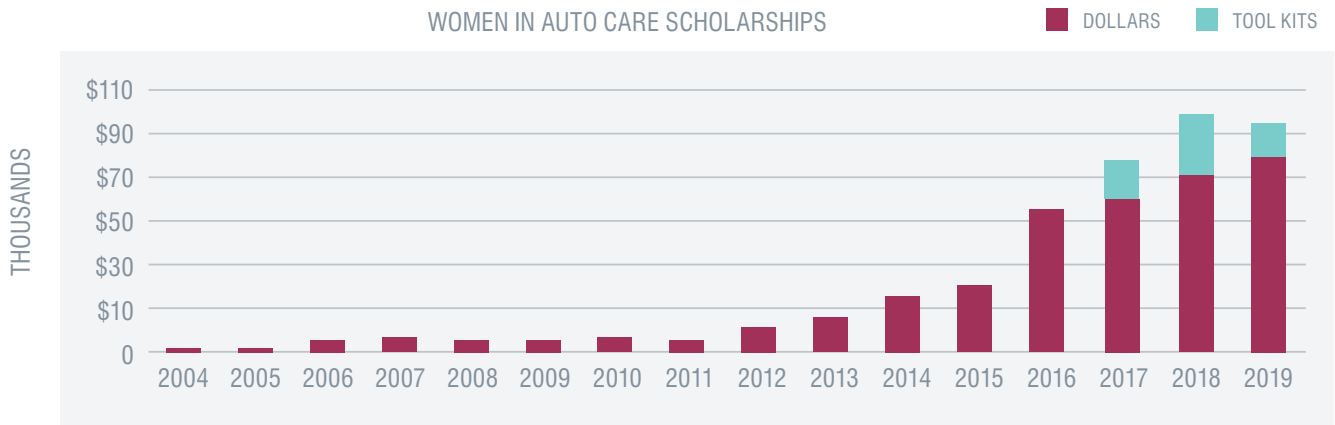


HOW YOUR SPONSORSHIP DOLLARS HELP US

Scholarships

Every year, Women in Auto Care awards multiple scholarships for high school and post-secondary female students that are looking at a career in the auto care industry.

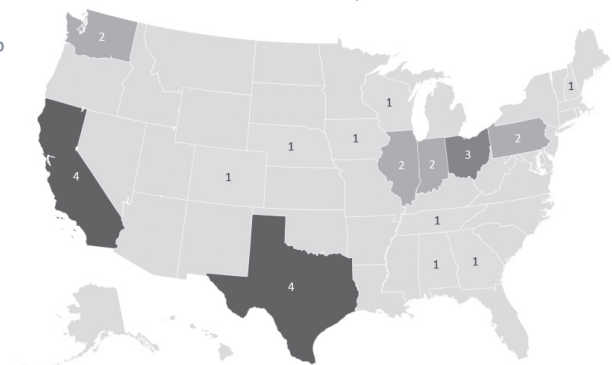
GROWN FROM AWARDING \$2K TO \$100K PER YEAR



**ESTABLISHED
IN 2004**

**DISTRIBUTED
\$450K+
OVER 15 YEARS**

MAP OF 2019
WIAC SCHOLARSHIP
WINNERS BY STATE



Educational Conferences

Women in Auto Care organizes and hosts an annual leadership conference. This conference provides attendees with dynamic speakers and workshops including personal and professional development tools and updates on industry trends. All attendees

are eligible to receive continuing education units (CEU) credits toward their Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) professional designations.

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 (ex., 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.

OPENING NETWORKING HAPPY HOUR | \$2,000

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

CASINO NIGHT FUNDRAISING SPONSOR | \$5,000

The fundraising dinner hosts for casino night will receive recognition in pre- and post- conference materials, on-site signage, company logo on napkin and "casino bucks," and the opportunity to help craft and name the signature dinner drink.

CLOSING RECEPTION | \$2,000

Held on Thursday evening, this event provides a beer and reception for all conference attendees. Sponsor will receive recognition in conference materials and 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		\$1,000
HOTEL KEY CARDS		\$1,000
CONFERENCE INTERNET		\$2,000
WELCOME GIFT		\$1,000
HOTEL ELEVATOR DOOR AD		\$3,500
BORROW A BATTERY		\$750
WATER BOTTLES		\$2,500
WELCOME LUNCH		\$2,000
COFFEE BREAKS		\$1,500
INCLUDE BRANDED COOKIES		+\$1,200
INCLUDE BRANDED NAPKINS		+\$500
SPONSOR A SPEAKER		\$2,000
DAY 2 BREAKFAST		\$1,500
DAY 2 LUNCH		\$2,000
OPENING NETWORKING HAPPY HOUR		\$2,000
CASINO NIGHT FUNDRAISING SPONSOR		
CLOSING RECEPTION		\$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., Suite #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