



SALUTE TO WOMEN BEHIND THE WHEEL

WOMEN IN TRUCKING ASSOCIATION



2023 Sponsorship Opportunities





SALUTE TO WOMEN BEHIND THE WHEEL

WOMEN IN TRUCKING ASSOCIATION

Mid-America Trucking Show

Friday, March 31, 2023 • Louisville, Kentucky

Dear Corporate Member:

The Women In Trucking Association's mission includes the goal to celebrate the success of female leaders and pioneers. Our annual Salute to Women Behind the Wheel is an event where these women are honored and celebrated. Women are still underrepresented as professional drivers and our goal is to increase their ranks from the current 13.7 percent to a much higher level.



The Salute to Women Behind the Wheel will be held on Friday, March 31st from 3:30-6 p.m. at the Mid-America Trucking Show in Louisville, KY. The event ends promptly at 6 p.m. so attendees can participate in post-expo events that evening. The Salute is free for female CDL holders and their families and is sponsored by our generous corporate sponsors. On the agenda for 2023: Announcement of the Women In Trucking Driver of the Year Award, sponsored by Walmart; the Annual group photo of our female drivers wearing their complimentary red t-shirts; and announcement of the company with the most female drivers in attendance. This year will be extra special, as Arrow Truck Sales has donated a 2018 Volvo VNL to give away to a deserving female driver who has supported our mission to attract more women into the industry.



Raising money for the Women In Trucking Foundation is also an integral part of The Salute.

If you would like to donate to the "Door Prizes for Donations" to be used for scholarships for training in various roles within the industry, email Kris Ackley at kris@womenintruckingfoundation.org.

I look forward to seeing you on March 31, 2023 at the Mid-America Trucking Show in Louisville.

Ellen Voie
President/CEO
Women In Trucking Association

Position your company, your products and/or services in front of female drivers.

Four sponsorship packages are available with a variety of deliverables online, in print, and at the event. For more information, contact Carleen Herndon at carleen@womenintrucking.org or call her at 615.696.1870.



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Sponsorship Opportunities

SPONSORSHIP PACKAGES

DIAMOND
\$10,000

RUBY
\$5,000

EMERALD
\$3,500

SAPPHIRE
\$2,000

AT THE SALUTE:

On-Stage Sponsor Introduction	✓	—	—	—
Promotional Video played at The Salute	✓	—	—	—
Live Interview	✓	✓	—	—
Table Presence at the Expo	✓	✓	✓	—
Expo Game Card Participant	✓	✓	✓	—
Logo on Sponsor Banner	✓	✓	✓	✓
Logo on Jumbotron	✓	✓	✓	✓
Logo on Salute T-Shirt	✓	✓	✓	✓

DIGITAL & ONLINE BRANDING

Social Media Promotion	2x	1x	—	—
Exhibitor Listing with Name & URL link	✓	✓	✓	—
Logo on Sponsor Footer on Salute page	✓	✓	✓	✓

IN PRINT BRANDING

Name in Salute Article in <i>Redefining the Road Magazine</i>	✓	✓	✓	✓
Name in Press Release	✓	✓	✓	✓
Logo in Salute Program	✓	✓	✓	✓

CLICK HERE to sign up for a sponsorship **DEADLINE: JAN. 31, 2023**

Questions? Call Carleen Herndon at 615.696.1870 or email carleen@womenintrucking.org



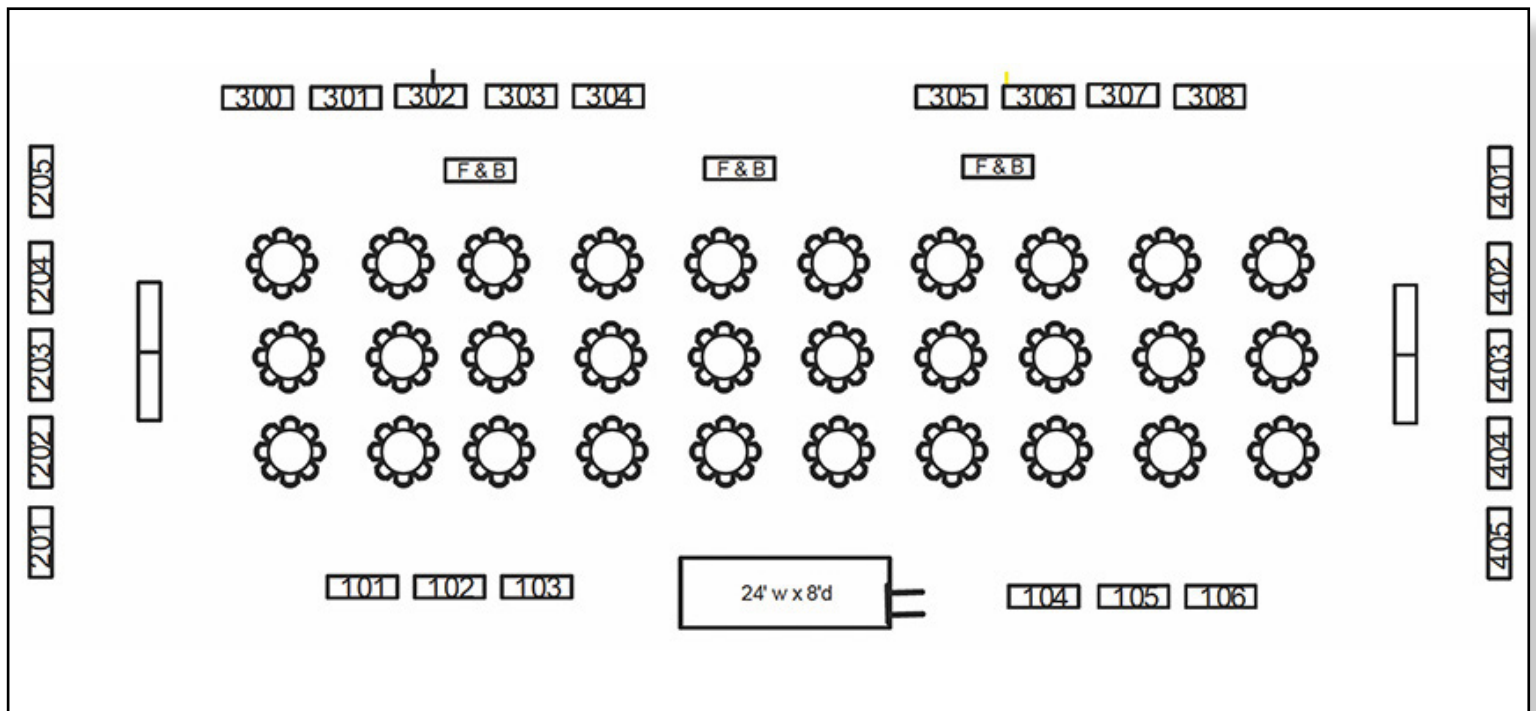
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WOMEN**
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Diagram of Floor plan



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SALUTE TO WOMEN BEHIND THE WHEEL



WOMEN IN TRUCKING ASSOCIATION

Schedule & Event Info

Friday, March 31st, 2023 • 3:30-6:00pm

Kentucky Expo Center, Louisville | Rooms: South Wing C201-C203, 2nd Floor

Schedule

- 12-2:30p** • Exhibitor Set-up
- 3:30-4:30p** • Drivers at the Expo/Expo Game Card
 - Door Prizes for Donations – WIT Foundation Refreshments
- 4:30-6:00p** • Ellen Voie Welcomes Drivers to The Salute
 - Years of Driving Recognition
 - Company Participation Award
 - Women In Trucking Female Driver of the Year Announced
Sponsored by **Walmart** 
 - Expo Game Card Drawing for Prizes
 - Annual Salute Driver Photo
 - 2023 Truck Truck Giveaway
Sponsored by **ARROW TRUCK SALES** 
 - Door Prizes for Donations Pick-up



Expo Game Card & How It Works

Our drivers love to play the Expo Game Card and it encourages them to visit your booth! Exhibitors will stamp or sign the card where their booth is located on the floor plan. Drivers turn in their completed cards for the Expo Game Card Drawing for prizes. Email Carleen Herndon with details about your prize donation for the drawing, carleen@womenintrucking.org. Give prize to Carleen upon arrival to set-up your booth.

Door Prizes for the Women In Trucking Foundation

This is the WIT Foundation's largest fundraiser. Please consider making a donation so the foundation can continue to give scholarships to women who need financial support to get into the transportation and supply chain industry. Contact Kris Ackley at kris@womenintruckingfoundation.org

Truck Giveaway

Sponsored by Arrow Truck Sales, WIT will be giving away a 2018 Volvo VNL670 at the 2023 Salute to Women Behind the Wheel event. If your company has a product or service that you'd like to donate to the winner of the truck, please contact Lana@womenintrucking.org.

Exhibit Shipping Instructions

Be sure your items arrive between March 15-25

Name of Show: **MATS**

Booth No: **Meeting Room C202**

Company Name: **Women In Trucking/**

YOUR COMPANY NAME

Phone: **{Your phone number}**

C/O KY EXPOSITION CENTER

937 PHILLIPS LANE

LOUISVILLE, KY 40209

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