



**SALUTE TO
WOMEN
BEHIND THE WHEEL**

Mid-America Trucking Show
Date: March 30, 2019 • Louisville, Kentucky

WOMEN IN TRUCKING ASSOCIATION

Dear Corporate Member,

Women make up less than 7% of the professional driving force. And many reach significant levels of safety achievement and experience. The Women In Trucking Association will recognize these professionals at the 10th annual Salute to Women Behind the Wheel on March 30, 2019.

The Salute to Women Behind the Wheel is the only event of its kind to honor female professional drivers. Every professional female driver receives a complimentary t-shirt and a goodie bag filled with gifts, literature, and offers from our sponsors. As always, we will feature a guest speaker, live music and our signature chocolate fountain. Professional female drivers (whether they are members or non-members of Women in Trucking Association) and their immediate family are invited. The drivers gather for a an annual group photo in their red "Salute to Women Behind the Wheel" t-shirts.

To secure your sponsorship, please respond by January 31, 2019 by emailing Carleen@womenintrucking.org or calling 615-696-1870. Sponsorships are available on a first-come, first-serve basis.

Join us March 30, 2019 at the Mid-America Trucking Show in Louisville, Kentucky!

Ellen Voie
President/CEO
Women In Trucking Association



2018 Salute to Women Behind the Wheel

Your company can be a part of this event, too.

Please consider one of the following sponsorship opportunities. Doing so will enhance your company image with professional female drivers, increase your brand recognition, and improve your sales through positive association with Women In Trucking.



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Sponsorship Opportunities

WOMEN IN TRUCKING ASSOCIATION

SPONSORSHIP LEVEL	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	COPPER \$1,000	NICKEL \$500
Logo/Name on Salute Website www.Salute2Women.com	Logo	Logo	Logo	Logo	Name
Logo/Name on complimentary t-shirts for female drivers	Logo	Logo	Logo	Name	Name
Press Release	Name	Name	Name	Name	Name
Participation at Event: Sponsor representative is introduced to audience	✓	✓	✓	✓	✓
Receive mail and email list of driver participants	✓	✓	—	—	—
Exhibit table at event	✓	✓	✓	—	—
Video documentary	Logo & Interview	Logo	Logo	Logo	Name
Salute article in WIT magazine <i>Redefining the Road</i>	Logo & Quote	Name	Name	Name	Name
Banner at Salute event	Logo	Logo	Logo	Name	Name
Promotional materials or items included in goodie bags	✓	✓	✓	✓	✓

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WOMEN IN TRUCKING

Mission:

Women In Trucking's mission is to encourage the employment of women in the trucking industry, promote their accomplishments, and minimize obstacles faced by women working in the trucking industry.

www.WomenInTrucking.org



SALUTE TO WOMEN BEHIND THE WHEEL

Sponsorship Fact Sheet

WOMEN IN TRUCKING ASSOCIATION

Schedule: March 30, 2019

Debbie Gardner: The Survive Institute	9:00 – 10:30am
Sponsor set-up:	10:30 – 11:00am
Doors Open/Sponsors at tables:	11:00am – 1:00pm
WIT Show - live broadcast, Sirius/XM Road Dog Channel 146	11:00am – 1:00pm
Salute Program:	1:00 – 1:45 pm
Salute driver photo taken:	At conclusion of program
Door prizes & goodie bag giveaway:	Following Salute Photo
Refreshments & entertainment by Jayne Denham	Following door prize and bag giveaway
Location:	MATS, Kentucky Expo Center, Louisville, KY Rooms: South Wing C201-C204, 2nd floor



Goodie Bags

- Estimated driver attendance: 300
- Suggested items: company-logoed items, things of use to drivers on the road
- Email description of your item to carleen@womenintrucking.org
- Ship your items to arrive before March 23 to:
 - M&M Cartage
 - c/o WIT
 - 6220 Geil Lane
 - Louisville, KY 40219-2076
- Mark your boxes so we will know how many you are sending (ie: 1 of 4, 2 of 4, etc.)
- Please pick-up your extra promotional items immediately after The Salute



Exhibit Table

6' skirted tables, table-top displays are welcome.

Door Prizes for the Women In Trucking Foundation

Let us know if you wish to donate one or more door prizes (\$20+ value) to the Women In Trucking Foundation's "Door Prizes for Donations" to be used for scholarships. Ship door prizes with your goodie bag items or bring to The Salute. Email miranda@womenintrucking.org a description of your prize(s).

The Carrier Award will be presented to the company with the most female drivers in attendance.