



TRUCK WORLD • TORONTO, ON • SEPTEMBER 26, 2020

Dear Sponsor:

Women make up just 3 percent of the professional driving force in Canada, but many of these women have a wealth of knowledge and experience and achieve significant levels of safety. To recognize these professionals, the **Owner-Operator's Business Association of Canada (OBAC)** is partnering with **Women In Trucking (WIT)** to host a Canadian *Salute to Women Behind the Wheel* at Truck World in Toronto on September 26, 2020.

The **Salute to Women Behind the Wheel** is the only event of its kind to honour female professional drivers and celebrate their success. Every driver receives a complimentary T-shirt and a goodie bag filled with gifts, literature, and offers from our sponsors. The event will feature a guest speaker, door prizes and refreshments. Everyone is welcome to the celebration. The professional women drivers (both members and non-members of **Women In Trucking**) will gather for a group photo in their iconic red **Salute to Women Behind the Wheel** T-shirts.

Join us on Saturday, September 26 at the International Centre in Toronto for the sixth Canadian Salute to Women Behind the Wheel!

Co-hosted by Trucking HR Canada and the Women's Trucking Federation of Canada (WTFCA)

Contact Joanne Ritchie (jritchie@obac.ca or call 613-291-5818) by August 1, 2020 to secure your sponsorship. Sponsorships are available on a first-come, first-served basis.



2018 Salute, Truck World, Toronto, ON



2016 Salute, Truck World, Toronto, ON

Your company can be part of this event!

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 and its partners.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	PLATINUM \$3,000	GOLD \$1,000	SILVER \$500	BRONZE \$300
Logo/name on Salute Website www.WomenInTrucking.org	Logo	Logo	Logo	Logo
Logo/name on OBAC Website www.obac.ca	Logo	Logo	Logo	Logo
Logo/name on complimentary T-shirts for women drivers	Logo	Logo	Name	Name
Press release	Name	Name	Name	Name
Participation at Event:	✓	✓	✓	✓
• Sponsor thanked by name	✓	✓	✓	✓
• Sponsor rep introduced to audience	✓	—	—	—
Salute article in WIT magazine <i>Redefining the Road</i>	Logo & quote	Name	Name	Name
Salute article on OBAC website	Logo & quote	Name	Name	Name
Canada Calling (SiriusXM radio) Sponsor thanked by name	✓	✓	✓	✓
Promotional material or items included in goodie bags	✓	✓	✓	✓

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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