



NADA's  
**WDAR**  
WOMEN DRIVING AUTO RETAIL

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EMPOWERING WOMEN IN THE  
AUTO RETAIL INDUSTRY



SPONSORSHIP OPPORTUNITIES

**Women Driving Auto Retail** works to amplify the voice of women in the auto retail industry, as well as increase female employment in dealerships by providing dealers tools and expertise.

**WOMEN DRIVING AUTO RETAIL:  
UPCOMING SPONSORSHIP OPPORTUNITIES**

**Wednesday, February 17, 2027**

8:30am-11:30am

Orange County Convention Center

Level 4 • Valencia Ballroom • Room 415A

**NADA Show in Orlando:**

**Women Driving Auto Retail 2027**

*Audience: 300+ dealers and dealership employees*



**SALES CONTACTS**

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## WOMEN DRIVING AUTO RETAIL 2027

The annual NADA Women Driving Auto Retail event at NADA Show is a high-profile networking and education event to share ideas and learn from the men and women who are leading the charge in shaping auto retail.

The event, which has been sold out for the past several years, includes a renowned speaker, engaging industry panel, and high-powered networking time for all attendees. The 2026 event was attended by nearly 400.

**Date:** Wednesday, February 17, 2027

**Time:** 8:30am-11:30am

**Location:** Orange County Convention Center

Level 4 • Valencia Ballroom • Room 415A

## WOMEN DRIVING AUTO RETAIL SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR

**\$25,000 each**

- ▶ Opportunity to introduce guest speaker or the industry panel and share company alignment with event mission.
- ▶ Signage onstage and within the event space.
- ▶ Logo prominence on opening and closing “thank you to our sponsors” slides and other slides where applicable.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Mention in post-event blog at [nada.org](http://nada.org).
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 10 tickets to the event with a reserved table.

### GOLD SPONSOR—Awards Sponsor (exclusive)

**\$20,000**

- ▶ Sponsor will have 2-3 minutes to share company alignment with event mission, present awards, and take part in the panel at the NADA Show Live Stage that afternoon.
- ▶ Sponsor logo on physical award or plaque.
- ▶ Sponsor logo and speaker credentials on stage backdrop.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Mention in post-event blog at [nada.org](http://nada.org).
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 10 tickets to the event with a reserved table.



## WOMEN DRIVING AUTO RETAIL SPONSORSHIP OPPORTUNITIES

### SILVER SPONSOR—Networking Sponsor (exclusive) \$15,000

- ▶ Sponsor has 2-3 minutes to present company alignment with event mission and introduce Georgia Munson, long-time NADA Academy instructor, who will moderate the networking activity.
- ▶ Tabletop tent cards with sponsor logo.
- ▶ Logo included on branded materials for the session (notepaper, handout, etc.) or sponsor may provide branded pens and notepads.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Mention in post-event blog at nada.org.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 5 tickets to the event.

### BRONZE SPONSOR—Breakfast Sponsor (exclusive) \$10,000

- ▶ Sponsor has 2-3 minutes to present company alignment with event mission during breakfast.
- ▶ Tabletop tent cards with sponsor logo on food and beverage buffet tables.
- ▶ Opportunity to provide a branded edible snack or treat (e.g., logo-branded cookie or packaged candy) at each breakfast place setting, at the sponsor's expense. All items must be ordered through Sodexo Live, the exclusive food and beverage provider.
- ▶ Mention in post-event blog at nada.org.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 3 tickets to the event.

### ASSOCIATE SPONSOR \$3,500 each

- ▶ 10 tickets to the event with a reserved table including sponsor logo on table signage.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).



## SPONSORSHIP & ADVERTISING ► TERMS & CONDITIONS

*All contents of sponsorships or advertisements are subject to NADA's approval, which may be withheld if the content is determined at NADA's sole discretion to be obscene, offensive, illegal, used without permission or otherwise inappropriate for the requested mode of presentation, whether print, electronic or other, at the convention center or otherwise associated with the NADA Show. NADA reserves the absolute right to reject or cancel any sponsorship, advertisement, insertion order or position commitment at any time.*

### DETAILS

- All Women Driving Auto Retail event sponsorships must be prepaid. No exceptions.
- Insertion orders are considered binding contracts.
- Insertion orders and cancellations must be received in writing at least thirty days prior to event start date to avoid penalty. Some orders noncancelable.

### NOTICES

- NADA reserves the right to add the words "Advertisement" or "Sponsored Content" to any presentation that resembles editorial matter.
- Positioning of advertisements is at the discretion of NADA.
- NADA shall have no liability for errors in key numbers, advertisers' index or booth number information.
- No conditions shall be binding on NADA unless specifically agreed to in writing by NADA. Rates are subject to change on notice from NADA.
- Liability for content of any ads (text, representation, illustration, video or other presentation) is assumed by sponsors, advertisers and advertising agencies for any claims arising therefrom against NADA.
- NADA is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of NADA affecting production or delivery in any manner.
- NADA will not supply proof of purchase for any advertisement or sponsorship other than print.
- The NADA logo is a federally registered trademark and may not be displayed in any marketing or promotional communications without a valid license agreement. Confirmed exhibitors for the annual NADA Show may be permitted to use the NADA Show logo, which includes the dates and location of the NADA Show for which they are exhibiting. Confirmed Women Driving Auto Retail sponsors may use the approved WDAR logo and branding when promoting their sponsorship and presence at this event.

## SALES CONTACTS

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