



WOMEN DRIVING AUTO RETAIL



SPONSORSHIP
OPPORTUNITIES

EMPOWERING WOMEN IN THE AUTOMOTIVE RETAIL INDUSTRY

WOMEN DRIVING AUTO RETAIL

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

Through the year, **Women Driving Auto Retail** helps NADA reach out to women and men in the industry at all major NADA events, including the annual NADA Show. **Women Driving Auto Retail** is also integral to NADA's education and communications efforts, with regular videos and blog posts.

Women Driving Auto Retail: Upcoming Sponsorship Opportunities

Thursday, January 26, 2023, 9-11:30am

NADA Show in Dallas: Women Driving Auto Retail 2023

Audience: 500+ dealers and dealership employees

November 2022 – January 2023

Women Driving Auto Retail video contest

Audience: Over 20,000 NADA Show attendees, including thousands of dealers and dealership managers

Sales Contacts

Michele Schaner
703.821.7146
mschaner@nada.org

Joe Phillips
703.821.7155
jphillips@nada.org

▼ All NADA sponsorships require prepayment. No exceptions.

WOMEN DRIVING AUTO RETAIL 2023 (Deadline for sponsorships: November 1, 2022)

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 sold out in 2020 and had more than 400 registrants during the virtual format in 2021, includes renowned speakers and a networking session before the event. The 2022 event was met with incredible reception and completely sold-out weeks before the event. The 2023 event will be a half day conference and allows sponsors with the opportunity to reach at least 500 attendees at the event. Sponsors also will be recognized from the stage and in numerous articles in the *NADA Headlines* and *ATD Insider* e-newsletters, as well as on nada.org, the NADA news hub and NADA social media channels.

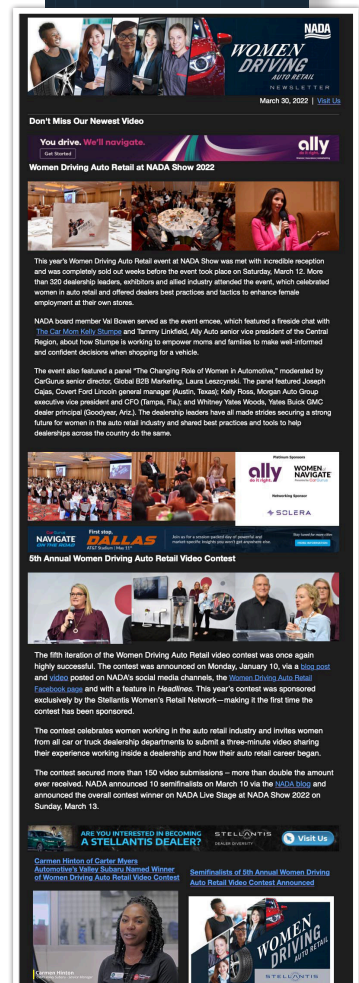
Date: Thursday, January 26, 2023 | **Time:** 9-11:30am

Location: Kay Bailey Hutchison Convention Center (Room TBD)

Women Driving Auto Retail Sponsorship Opportunities

- **Platinum Sponsor (two available)**
\$25,000 each
 - Opportunity to introduce guest speaker and provide input on speakers.
 - Prominent signage onstage and throughout event space.
 - Logo mention in all print and digital marketing materials, including NADA Show Program Directory, NADA Show Magazine, etc.
 - Mention in post-event NADA blog post and top placement banner ad in post-event e-newsletter, as well as on womendrivingautoretail.org.
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
 - 10 tickets to event with reserved table.
- **Gold Sponsor—Networking (exclusive)**
\$15,000
 - Table signage and in pre-event networking location.
 - Opportunity to have signature cocktail in sponsor's color and to provide branded napkins and other collateral during networking portion of event.
 - Mention in all print/digital marketing, including NADA Show Program Directory, NADA Show Magazine, etc.
 - Mention in post-event NADA blog post and banner ad in post-event e-newsletter, as well as on womendrivingautoretail.org.
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
 - 5 tickets to event.

Bonus! Sponsors of Women Driving Auto Retail events also receive premium discounts on other **NADA Show sponsorship opportunities** at the convention center and NADA-affiliated hotels.



ANNUAL VIDEO CONTEST: (November 2022 – January 2023)

Sponsor logo submission deadline: November. 1, 2022

The annual Women Driving Auto Retail video contest celebrates women who work in dealerships across the country and invites women from all car or truck dealership departments to submit a three-minute video sharing their experience working inside a dealership and how their auto retail career began. The goal of the contest is to spread the word to other women about why auto retail is a great place for women to succeed and pursue a fulfilling career. The winning video is selected based on production quality, entertainment value, inspiration factor, impact and message content. Of the 10 semifinalists chosen, one grand-prize winner is announced at NADA Show. During the fifth annual contest, which took place in early 2022, NADA received more than 150 high-quality video entries generating nearly 200,000 cumulative video views and more than 400,000 impressions from related content.

NADA announced 10 semifinalists on March 10 on NADA's news site, *NADA Headlines*, and announced the overall contest winner on NADA's Live Stage at NADA Show 2022 on Sunday, March 13, where hundreds of Show attendees were onsite – either passing by or attending the event.

Sponsorship Opportunity

- **\$15,000 (exclusive sponsor)**
 - Contest runs from November 2022 through January 2023.
 - Sponsor is onstage for announcement of grand-prize winner at NADA Show 2023 in Dallas.
 - Sponsor logo on pre-roll of yearly announcement video.
 - Mention in all marketing materials, press releases and NADA articles related to and/or promoting the video contest, including contest announcement, semifinalist, and winner articles.
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
 - 5 tickets to Women Driving Auto Retail 2023 event at NADA Show 2023 in Dallas.

