



WOMEN DRIVING AUTO RETAIL



SPONSORSHIP
OPPORTUNITIES

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 in the industry at all major NADA events, including the NADA Show in January. Women Driving Auto Retail is also integral to NADA's education and communications efforts, with regular webinars, videos, blog posts and press releases.

Women Driving Auto Retail: Upcoming Sponsorship Opportunities

January 21-24, 2021

NADA Show in New Orleans: Women Driving Auto Retail panel series (NADA Live Stage)

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

January 23, 2021

NADA Show in New Orleans: Women Driving Auto Retail brunch

Audience: 300 dealers and dealership employees

October 2020 – January 2021

Women Driving Auto Retail video contest

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

Quarterly

Women Driving Auto Retail webinars

Audience: All NADA members and employees from each dealership departments

Monthly

Women Driving Auto Retail blog posts

Audience: All NADA members and employees from each dealership departments

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▼ All NADA sponsorships require prepayment. No exceptions.

WOMEN DRIVING AUTO RETAIL BRUNCH (Deadline for sponsorships: Nov. 20, 2020)

High-profile networking and education event, with up to 300 of the nation's top thought leaders in the auto industry discussing how they are shaping auto retail and creating opportunities for the next generation. This popular event will feature two main sessions during the three hour event, which kicks off with one hour of networking. Each session will include either a renowned speaker or a panel of top experts. Both sessions will be livestreamed, guaranteeing a large digital audience. The event at NADA Show 2020 in Las Vegas was sold out, and nearly 1,000 people viewed the livestream.

Date: Saturday January 23, 2021 | **Time:** Noon-2:30pm | **Location:** TBD

Sponsorship Opportunities

- **Platinum Sponsor (two available)**
\$25,000 (net) each
 - Two options:
 - Introduce the guest speaker (if single speaker session) and the opportunity to shape the topic
 - Serve as panelist or moderator (if a panel session) and the opportunity to shape the topic
 - Prominent signage on stage
 - 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
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval)
 - Logo featured on video player for both livestream and YouTube recorded version/archive
 - 10 tickets to event

- **Gold Sponsor—Networking Sponsor (pre-event networking and post-event networking)**
\$15,000 to sponsor both networking sessions
 - Prominent signage in room, including approval to provide napkins with logo
 - Magazine rack display with company information or item at event
 - 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
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval)
 - 4 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.



WOMEN DRIVING AUTO RETAIL DAILY PANEL SERIES (AT NADA LIVE STAGE)

The popular Live Stage—a major hub for attendees to gather and view dynamic panel discussions and interviews—is a live broadcast studio. Located in a high-traffic area of the convention center, the stage features an engaging host interviewing guests and industry panelists. The 30-minute segments include keynote speakers, OEM execs and other industry experts. Again in 2021, as part of the Women Driving Auto Retail (WDAR) initiative, the Live Stage is presenting a four-day series dedicated to women in auto retail. The series includes a dedicated 30-minute segment each day of the show, with dynamic speakers and panelists. Content is livestreamed to the entire NADA audience, then posted on the NADA blog and on NADA digital channels throughout the year. In addition to Show attendees, the livestream averages more than 2,000 viewers across the country.

Date: January 21-24, 2021 | **Location:** New Orleans Convention Center

Sponsorship Opportunity

- **Women Driving Auto Retail Daily Panel Series (only one available)**
\$30,000 (net)
 - Opportunity to help plan and to participate in—or moderate—one of the four daily panels/segments in the sponsored series (the other three days of the sponsor's series will include a daily mention of the sponsor from the stage)
 - Daily mention from the stage—an intro and outro slide with voiceover for the daily segments in the sponsor's series will include the sponsor's logo, booth number and tagline (e.g., "Today's Women Driving Auto Retail panel is sponsored by Ally. Visit booth #1222 to learn how Ally can streamline your dealership's F&I process.")
 - Recognition and thanks from the Live Stage host before and after each segment in the sponsored series
 - Promotion of the sponsor's panel/segment on the NADA blog and across all NADA social platforms
 - Second-tier placement of the sponsor's logo on the stage backdrop and on the side and rear panels of the Live Stage structure
 - An up-to-10-second commercial (supplied by the sponsor) placed within all four days of NADA Video programming (pre-produced programming is shown in most NADA Show hotels and on buses)
 - Promotional interview conducted at the sponsor's booth
 - Sponsor's logo in NADA marketing related to Live Stage

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.



QUARTERLY WEBINAR SERIES

To provide dealers the tools to increase employment diversity—particularly for women in the auto retail industry—NADA is hosting a quarterly webinar series starting in Q2 2021. The webinars are targeted to dealers and their department managers. Sponsors can help drive the topic, including recommendations and insight to enhance female employment in the industry.

Sponsorship Opportunity

- \$5,000 per webinar
 - Graphic before and after video
 - Mention in all marketing materials
 - Series sponsorship discount
 - List of attendees who joined/attended webinar

MONTHLY BLOG POSTS

The NADA blog is the editorial home for all public-facing messaging from NADA, as well as the best resource for news relating to automotive retail. In 2019, the NADA blog generated more than 188,000 page views from 111,800 unique users. Page views and unique visitors to the NADA Blog are currently on track to triple in 2020. Blog traffic has increased dramatically as it has been integrated across all NADA digital platforms. Starting in 2021, the monthly Women Driving Auto Retail blog posts will consist of dealership best practices to enhance female employment in the industry. To date, blog posts have received an average of 1,000 unique views through organic NADA distribution.

Sponsorship Opportunity

- \$5,000 per month
 - Monthly sponsorship
 - Logo/brand mention on blog post page linking to URL of sponsor's choice
 - Mention in all marketing materials, including social media syndication
 - Discount for 12-month sponsorship

ANNUAL VIDEO CONTEST: (October 2020 – January 2021)

The annual Women Driving Auto Retail video contest celebrates women who work in all areas of the dealership. The goal of the contest is to collect video submissions from women already in the auto retail industry 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. Last year, NADA received more than 40 high-quality video entries generating over 350,000 cumulative video views.

Sponsorship Opportunity

- \$15,000 (exclusive sponsor)
 - Contest runs from October 2020 through January 2021
 - Sponsor is onstage at NADA Show during announcement of grand-prize winner
 - Sponsor pre-roll is included on grand-prize video
 - Mention in all marketing materials and NADA blog posts related to the video contest

