



## TRUCK WORLD • TORONTO, ON APRIL 23, 2022

Dear Sponsor:

Women make up only 3.5 percent of the professional driving force in Canada, but many of these women achieve significant levels of safety and many years of experience. The Women In Trucking Association will recognize these professionals at the Canadian Salute to Women Behind the Wheel at Truck World in Toronto on April 23.

The Salute to Women Behind the Wheel is the only event of its kind to honour professional women 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.



2016 Salute, Truck World, Toronto,

Everyone is welcome to the celebration. During the event, the women drivers will gather for a group photo in their iconic red "Salute to Women Behind the Wheel" T-shirts.

***OBAC is a hosting partner of the Salute in Canada. Contact Joanne Ritchie by April 15, 2022 to secure your sponsorship: e-mail [jritchie@obac.ca](mailto:jritchie@obac.ca) or call/text 613-291-5818.***



2018 Salute, Truck World Toronto

***We invite your company to be part of this event.***

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



## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	GOLD \$1,000	SILVER \$500	BRONZE \$250
Logo/name on Salute Website www.WomenInTrucking.org	Logo	Logo	Name
Logo/name on OBAC Website www.obac.ca	Logo	Logo	Name
Press release	Name & quote	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
Salute article on OBAC website	Logo & quote	Name	Name
Canada Calling (SiriusXM radio) Sponsor thanked by name	✓	✓	✓
Promotional material or items included in goodie bags	✓	✓	—

Contact Joanne Ritchie by April 15, 2022 to secure your sponsorship: e-mail [jritchie@obac.ca](mailto:jritchie@obac.ca) or call/text 613-291-5818. Sponsorships are available on a first-come, first-served basis.



### 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