



# SALUTE TO WOMEN BEHIND THE WHEEL

WOMEN IN TRUCKING ASSOCIATION



## 2022 Sponsorship Opportunities





**SALUTE TO  
WOMEN  
BEHIND THE WHEEL**

WOMEN IN TRUCKING ASSOCIATION

## Mid-America Trucking Show

Friday, March 25, 2022 • Louisville, Kentucky

Dear Corporate Member,

Women make-up almost 10% of the professional driving force and many reach significant levels of experience and safety achievement. The Women In Trucking Association (WIT) will recognize these professionals at the 11th Salute to Women Behind the Wheel on Friday, March 25, 2022 from 4-6 p.m. at the Mid-America Trucking Show in Louisville, KY.



**To accommodate driver schedules, the Salute will be held on Friday afternoon in lieu of Saturday.** It ends promptly at 6 p.m. so attendees can participate in post-expo events on Friday evening. The Salute is a free event for female CDL holders and their families and the only event of its kind to honor female professional drivers. It was created as part of WIT's mission, to celebrate the accomplishments of women.

**Also in 2022, we will announce the Women In Trucking Driver of the Year Award,** sponsored by Walmart and we will take the annual group photo of them wearing their complimentary red t-shirts (see schedule on page 3).



**Raising money for the Women In Trucking Foundation is also an integral part of The Salute.** If you would like to donate to the "Door Prizes for Donations" to be used for scholarships given to help women – and men – enter the transportation industry, email Kris Ackley at [kris@womenintruckingfoundation.org](mailto:kris@womenintruckingfoundation.org).

I look forward to seeing you on March 25, 2022 at the Mid-America Trucking Show in Louisville.

Ellen Voie  
President/CEO  
Women In Trucking Association

**Position your company, your products and/or services  
in front of female drivers.**

Four sponsorship packages are available with a variety of deliverables online, in print, and at the event. For more information, contact Carleen Herndon at [carleen@womenintrucking.org](mailto:carleen@womenintrucking.org) or call her at 615.696.1870.



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SPONSORSHIP PACKAGES	DIAMOND \$10,000	RUBY \$5,000	EMERALD \$2,500	SAPPHIRE \$1,500
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**AT THE SALUTE:**

Sponsor Representative Introduction	✓	—	—	—
Live Documentary Interview	✓	✓	—	—
Expo Table with 6' Skirt	✓	✓	✓	—
Expo Game Card Participant	✓	✓	✓	—
Promo items for goodie bags	✓	✓	✓	—
Exhibit table at event	✓	✓	✓	—
Logo on Jumbotron	✓	✓	✓	✓
Logo on T-Shirts	✓	✓	✓	✓
Logo on Banner	✓	✓	✓	✓
Logo on documentary recorded live	✓	✓	✓	✓

**ONLINE BRANDING (WEBSITE):**

Exhibitor name & listing with URL link	✓	✓	✓	—
Logo in Footer on Salute Page	✓	✓	✓	✓

**IN PRINT:**

Name in Salute Article in <i>Redefining the Road Magazine</i>	✓	✓	✓	✓
Logo in Salute Program	✓	✓	✓	✓
Name in Press Release	✓	✓	✓	✓

**DEADLINE: JANUARY 31, 2022**

**CLICK HERE** to sign up for a sponsorship

Questions? Call Carleen Herndon at 615.696.1870 or email [carleen@womenintrucking.org](mailto:carleen@womenintrucking.org)



# SALUTE TO WOMEN BEHIND THE WHEEL

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## Schedule & Event Info

### Friday, March 25, 2022 • 4:00-6:00pm

Kentucky Expo Center, Louisville |

Rooms: South Wing C201-C204, 2nd Floor

#### Schedule

- Noon-3:00p Exhibitor Set-up
- Noon-3:00p Donation drop-off to the Foundation
- 4:00-5:00p Drivers at the Expo/Expo Game Card  
Door Prizes for Donations – Women In Trucking Foundation  
Refreshments
- 5:00-6:00p Ellen Voie Welcomes Drivers  
Years of Driving Recognition  
Company Participation Award  
Women In Trucking Female Driver of the Year Announced  
*Sponsored by Walmart\**  
Game Card Prize  
Door Prizes for Donations Pick-up  
The Annual Salute Driver Photo



#### Expo Game Card & How It Works

This year, we will incorporate the Expo Game Card which encourages attendees to interact with each exhibitor and receive a stamp. When the card is completed, it will be entered into a drawing for a prize. As an exhibitor, you will have the opportunity to provide logoed items at your table, along with materials about your company. Only exhibitors will have this opportunity.

#### Door Prizes for the Women In Trucking Foundation

The Foundation needs your donations! Contact Kris Ackley at kris@womenintruckingfoundation.org to coordinate your gift donations. All donations need to be dropped off at the Foundation tables in the South Wing rooms between Noon-3 p.m.

#### Exhibit Shipping Instructions

Name of Show: MATS  
 Booth No.: Meeting Room C202  
 Company Name: Women In Trucking  
 Phone: {Your phone number}  
 C/O KY EXPOSITION CENTER  
 937 PHILLIPS LANE  
 LOUISVILLE, KY 40209  
 NOTE: Change dates to March 10-20

**CLICK HERE** to sign up for a sponsorship

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