



SPONSORSHIP GUIDE



ABOUT US

The Women of Asphalt (WofA) organization is a national coalition dedicated to empowering women in all roles within the asphalt industry. Our mission is to provide mentorship, educational, and networking opportunities to build a more robust workforce in the asphalt industry.

As a membership driven, dues-free organization, WofA relies solely on the generosity of our partners and sponsors to sustain our programs and initiatives. Your support directly fuels our efforts to create a thriving, dynamic workforce in the asphalt industry.

Thank you for your interest in supporting the WofA mission!

2025 PARTNERSHIP OPPORTUNITIES – BY TYPE

Partnerships

Since its founding in 2017, WofA has remained a membership-driven, dues-free organization, grounded in the belief that access to WofA should be available to everyone, regardless of their role in the industry, from flaggers to CEOs.

This mentality has been at the heart of our mission, driving us to empower individuals across all sectors of the asphalt industry. Through the generosity of our national partners, WofA has been able to champion the industry, build a thriving network, provide education around the industry and leadership development, all while inspiring the next generation of asphalt professionals.

Your support makes this vital work possible, allowing us to create lasting impact and continue our mission of driving leadership and innovation in the asphalt workforce.

Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Video inclusion	Yes	No	No	No	No
Company highlight on WofA landing page	Yes	Yes	No	No	No
Endorsement of partners at all live speaking engagements	Yes	Yes	Yes	No	No
Recognition and signage at all national WofA events	Yes	Yes	Yes	Yes	No
Company highlight on social media platforms	Yes	Yes	Yes	Yes	No
Logo on WofA website landing page	Yes	Yes	Yes	Yes	Yes
Website link on WofA website	Yes	Yes	Yes	Yes	Yes



Logo and funds due by March 1 for inclusion in all event media, program, and signage.



SIGNATURE EVENTS



World of Asphalt (March)

The WofA annually exhibits and hosts a networking reception at the World of Asphalt to promote its mission of empowering the industry's next generation of leaders. This event is a dynamic platform for connecting with asphalt professionals, fostering collaboration, and celebrating industry achievements.

Reception Sponsor | 2 Opportunities

\$4,500 each

Support the WofA networking reception, a must-attend event at the World of Asphalt, where industry professionals gather to connect and celebrate. Sponsors will enjoy logo recognition on bar signage and event media, along with branded koozies distributed with drinks, ensuring maximum visibility and engagement during the reception.

T-Shirt Giveaway Sponsor | 2 Opportunities

\$3,500 each

Gain visibility and show your support for WofA by sponsoring branded t-shirts that attendees receive during the reception. Sponsors receive logo placement on the shirts and acknowledgment in event materials, ensuring brand exposure and alignment with WofA's mission.



Women of Asphalt Day (March)

Women of Asphalt Day is a signature event dedicated to celebrating and advancing women in the asphalt industry. This event is packed with impactful programming, including inspiring speakers, discussions focused on leadership and workforce development, along with networking opportunities. This annual event is a perfect opportunity to connect, learn, and celebrate the contributions of women in asphalt.

Keynote Sponsor | Exclusive

Investment: **\$12,000**

Lead the charge as the exclusive Keynote Sponsor of Women of Asphalt Day, showcasing your commitment to empowering women in the industry. As the primary sponsor, your company will enjoy premier logo placement on the keynote event materials and signage, along with recognition in event communications.

Breakfast Sponsor | 2 Opportunities

Investment: **\$4,500 each**

Kick off Women of Asphalt Day by fueling both the body and connections. This sponsorship provides an ideal opportunity to foster meaningful networking among attendees. Sponsoring companies will enjoy prominent logo recognition on event signage and ensuring a visible presence during this energizing start to the day.

Event Gift Sponsor | 3 Opportunities

Investment: **\$2,500 each**

Showcase your support for Women of Asphalt Day by sponsoring the official event gift bag. This sponsorship offers your company visibility and recognition as attendees receive a curated gift, ensuring your brand leaves a lasting impression.

Logo and funds due by February 17th, 2025 for inclusion in all event media, program, and signage.



PROGRAM SPECIFICS

Mentorship Program

The Women of Asphalt Mentorship Program connects industry newcomers with seasoned professionals to foster growth, skill development, and career advancement. By supporting this program, you help empower women to succeed, promote leadership, and strengthen diversity within the asphalt industry. Your sponsorship ensures more women gain access to this invaluable resource, shaping a stronger, more inclusive future for all.

Educational Webinars and Workshops

The educational webinars and workshops deliver industry-specific training and professional development opportunities for women in all roles within the asphalt industry. These sessions focus on critical topics such as technical skills, leadership strategies, and career growth, empowering participants to advance their careers in the asphalt industry.

Networking Events

The networking events are dynamic gatherings that connect women and leaders across the asphalt industry, creating opportunities to build lasting professional relationships. These events inspire collaboration, spark innovation, and open doors to career advancement. Your sponsorship supports creating inclusive spaces where women can thrive and ensures your brand is recognized as a leader in fostering industry-wide connectivity.

Scholarship Opportunities

The WofA scholarships open doors for women pursuing education and training in asphalt-related fields, building a robust and talented pipeline for the industry. By alleviating financial barriers, these scholarships empower individuals to achieve their dreams while strengthening the industry's future. Sponsoring scholarships showcases your commitment to workforce development and ensures a legacy of leadership and innovation.





PARTNERSHIP AGREEMENT

Please complete and return to the Women of Asphalt Organization at partnerships@womenofasphalt.org.

Company: _____

Contact Person: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Website: _____

I am interested in supporting the following events/programs (check/insert amount below):

Programs

- Mentorship Program \$_____
- Educational Webinars and Workshops \$_____
- Networking Events \$_____
- Networking Events \$_____
- Advocacy and Outreach Programs \$_____
- Foundation \$_____

Events

- NAPA Annual Reception \$_____
- World of Asphalt Reception \$_____
- World of Asphalt Exhibit \$_____
- Women of Asphalt Day \$_____

Unrestricted and Other Programs

- Where it's needed most \$_____

CC Payment (via website)

Please invoice me

Check Enclosed

Signature: _____ Date: _____

Please make checks payable to:

Women of Asphalt
PO Box 8152
Fleming Island, FL 32006

INVEST IN THE FUTURE LEADERS OF THE ASPHALT INDUSTRY!



SPREAD THE WORD

Share the Women of Asphalt mission with your network! Encourage colleagues, friends, and family to learn about the importance of leadership and workforce in the asphalt industry. Follow us on social media and join the conversation. Together, we can build the next generation of asphalt leaders!

GIVE

Your support matters! From funding scholarships to sponsoring events, every contribution drives progress. Become a partner in building a stronger workforce future for the asphalt industry.



CONNECT.



CONNECT WITH US ONLINE

