



Mentoring, educating, advocating, and encouraging women to seek careers in the asphalt industry

Women of Asphalt
2233 Park Avenue, Suite 200U
Orange Park, FL 32073
Phone (904) 446-0758
womenofasphalt.org

WofA Sponsorship Opportunities

Women of Asphalt is a newly founded national coalition which supports women in all aspects of the asphalt industry through mentoring, education, and advocacy, and by encouraging and empowering women to seek and maintain careers in the asphalt industry.

Founded by, and for women, and knowing that overall females only account for a small portion of those working in this field, we seek to create a network to support those who might be interested in joining this industry.

The response to the formation of WofA has been well received. We seek partners to help us promote our goals and to be ambassadors of our objectives and commitment to inclusivity within the asphalt industry. The WofA sponsorship program helps to support the association's ongoing efforts as well as fund WofA individual events.

Sponsors can either sign up for annual designation as a "*Friend of Women of Asphalt*" and/or directly sponsor specific events hosted by WofA. Any donations generated by sponsorship will be used for furthering the goals of WofA at the discretion of the Board of Directors.

Sponsorship Opportunities:

Various opportunities for sponsorship are listed in the chart below. The premier event for WofA is World of Asphalt which hosts more than **9,000** people each year. 2019's show will be held February 12-14 in Indianapolis, Indiana. Women of Asphalt will have their own booth this year and, as in 2018, will be hosting two events:

- 1) **Meet-and-greet networking/mixer (Tuesday afternoon):** At this event we will be serving a full bar, passing out promotional t-shirts and cups, circulating information about WofA, and adding to our database of interested parties. Last year's even had several hundred attendees with most participating in our photo booth.
- 2) **Roundtable forum with Q&A (Wednesday):** A panel discussion comprised of women representing a variety of positions within the asphalt industry will be moderated by a member of WofA. This will then be followed by a lengthy Q&A session. Attendance with minimal marketing was approximately 150 people in 2018.

WofA Goals:

1. To foster and promote mentoring and networking opportunities for women in asphalt
2. To create professional development opportunities for women in asphalt through education and leadership training
3. To advocate for women in the asphalt industry
4. To encourage and educate other women to join the asphalt industry

Sponsorship Levels:

Champion Sponsor \$10,000 (only 1 available) SOLD	Name on WofA website as Champion Sponsor through end of 2019	Logo on booth, networking event, & round table event displays	Logo on WofA website through end of 2019	Logo on back of WofA t-shirts distributed at event	Listed as Champion Sponsor on event digital & printed marketing material	Logo on banner above bar at networking event, booth, & round table events	4 free tickets to World of Asphalt
Cup Sponsor \$5,000 (only 2 available) 1 SOLD	Name on WofA website as a key sponsor through end of 2019	Logo on booth, networking event, & round table event displays	Logo on WofA website through end of 2019	Logo on back of WofA t-shirts distributed at event	Listed as key sponsor on event digital & printed marketing material	Co-branded on cups distributed at the open bar networking event	2 free tickets to World of Asphalt & round table event
Photo Booth Sponsor \$5,000 (only 1 available) SOLD	Name on WofA website as a key sponsor through end of 2019	Logo on booth, networking event, & round table event displays	Logo on WofA website through end of 2019	Logo on back of WofA t-shirts distributed at event	Listed as key sponsor on event digital & printed marketing material	Co-branded at bottom of Photo Booth pictures	
T-Shirt Sponsor \$2,500	Name on WofA website as a key sponsor through end of 2019	Logo on booth, networking event, & round table event displays	Logo on WofA website through end of 2019	Logo on back of WofA t-shirts distributed at event			
Advocate of WofA Sponsor \$1,000	Name on WofA website as a sponsor through end of 2019	Logo on booth, networking event, & round table event displays	Logo on WofA website through end of 2019				
Friend of WofA Up to \$500	Name on WofA website through end of 2019	Name on booth, networking event, & round table event displays					

I would like to sponsor Women of Asphalt at the following level: (Please check one)

Friend of Women of Asphalt – up to \$500; please designate amount \$_____

Advocate of Women of Asphalt Sponsor - \$1,000

T-Shirt Sponsor - \$2,500

~~Photo Booth Sponsor – \$5,000 (only 1 available)~~ **SOLD**

Cup Sponsor - \$5,000 (only 2 available) **1 SOLD**

~~Champion Sponsor – \$10,000 (only 1 available)~~ **SOLD**

Company Name (as you would like it displayed): _____

Contact Name: _____ Phone: (____) _____

Email Address: _____

Please make all checks payable to the Asphalt Pavement Alliance and reference Women of Asphalt.
Please mail the check and completed form to:

Women of Asphalt
2233 Park Avenue, Suite 200U
Orange Park, FL, 32073

For more information about Women of Asphalt sponsorship opportunities or event details, please contact the Asphalt Pavement Alliance at 904.446.0758. You can also find us on Facebook, LinkedIn, Twitter, and Instagram.

We look forward to bringing women in the asphalt industry together, and we appreciate your support of Women of Asphalt!

Sincerely,

Women of Asphalt Council Founding Members

Ashley Batson – South Carolina Asphalt Pavement Association
Audrey Copeland – National Asphalt Pavement Association
Suzy McManmon – Wiregrass Construction
Amy Miller – Asphalt Pavement Alliance
Natasha Ozybko – Road Science, a Division of ArrMaz
Tracie Schlich – Asphalt Institute