

2024

CONNECTING, EMPOWERING AND EDUCATING  
WOMEN IN AUTO CARE

# SPONSORSHIP PROSPECTUS

autocare<sup>®</sup>  
ASSOCIATION  
Independence drives us.

women  
IN AUTO CARE  
A COMMUNITY OF THE AUTO CARE ASSOCIATION

# WHO WE ARE

The Women in Auto Care community is dedicated to **connecting, empowering and educating** women within the auto care industry. Women in Auto Care is dedicated to promoting these core values by providing opportunities, education and career leadership to women in the industry.

## Connecting

### Leadership Conference

- Focus on professional development, educating and networking.
- These fast-paced conferences offer dynamic keynote speakers, relevant industry updates and powerful leadership development tools for attendees to leverage in their roles.
- Accredited by Northwood University since 2012, offering continuing education unit (CEU) credits.



| 1996   | 1998  | 2004                                      | 2014                          | 2016   | 2018   | 2019                                    | 2020                             | 2022   |
|--|---|---|-------------------------------|--|--|---|----------------------------------|--|
| WOMEN'S BOARD<br>FOUNDED BY<br>SIX INDUSTRY<br>LEADERS | LAUNCHED<br>AUTOMOTIVE<br>COMMUNICATION<br>AWARDS | FIRST ROUND<br>OF SCHOLARSHIPS<br>AWARDED | LAUNCHED<br>MENTOR<br>PROGRAM | REBRANDED<br>GROUP TO<br>"WOMEN IN AUTO<br>CARE" | FIRST CO-HOSTED<br>INTERNATIONAL<br>CONFERENCE | MOVED UNDER<br>AUTO CARE<br>ASSOCIATION | LAUNCHED<br>VOICES<br>NEWSLETTER | \$1 MILLION<br>MILESTONE IN<br>SCHOLARSHIPS<br>GRANTED |

# WHO WE ARE

## Empowering

### Scholarship Program

- A cornerstone of Women in Auto Care, the scholarships and automotive toolkits we grant to deserving high school and post-secondary female students represent the future of our industry.

### Recognition

- Honoring deserving women throughout the industry with the Lifetime Achievement Award, Outstanding Leadership Award, Women of Excellence (Class of 4), Shop Owner of the Year, Champion of the Year and Company Ally of the Year.
- Women in Auto Care annually distributes several awards in recognition of the amazing contributors within the automotive industry. The Women in Auto Care Awards are administered by the Women in Auto Care Leadership Council, alongside volunteer industry volunteers. Winners are recognized at the Women in Auto Care awards ceremony and reception during AAPEX in Las Vegas, as well as via both Women in Auto Care and Auto Care Association media channels.

9%  
OF THE  
AUTOMOTIVE REPAIR  
AND MAINTENANCE  
INDUSTRY  
IS WOMEN



Businesses in all sectors of the transportation industry urgently need more technicians, yet women — who comprise 52% of the population — **only account for less than 3% of employed technicians.**

Source: Techforce.com

# WHO WE ARE

## Educating and Connecting

- Women in Auto Care provides opportunities, education and career leadership to women in the auto care industry through conferences, networking, scholarships, education, data, awards and more.
- In 2023, we stood up our Connection Circles program. Connection Circles are an informal, virtual way to connect with other Women in Auto Care members. Each month we host Connection Circles, online events which connect participants in a casual setting for engaging professional development and networking with their peers.
- In 2022, we launched a monthly “Empower Half Hour” series. These podcast-style interviews are on the second Friday of each month, hear from women who are shaping the aftermarket industry and learn from the career journey.



Women in Auto Care is supported by a number of industry organizations whose generous support helps the community continue to operate and execute the exceptional programs which encourage women to participate in the industry and empowers them throughout their careers.

## WHY WE NEED YOU!

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- The majority of your target customers (67%) are women.
- Women are major influencers in the auto care industry, spending **over \$200 billion** on repairs and services.
- **92% of women** pass along information to a friend.

**Join us in the effort to support the future of the auto care industry and those who influence it most. Our message is reaching a larger group every year!**

### What's New with Women in Auto Care?

- Continued membership growth and industry recognition.
- Enhanced membership communications via monthly VOICES newsletter and dedicated social media initiatives.
- Achieved \$1.5 million milestone in scholarships awarded.
- Launched virtual six Connection Circles, with many more to be established over the year.
- Launched “Women in Auto Care Wednesday” at AAPEX which included networking events, award recognitions and session programming.

**Join us to support the women in our industry and continue to drive growth in 2024!**

**63%**  
OF WOMEN TECHS  
**HAVE LEFT A JOB**  
that limited their growth.

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**84%**  
of women techs have  
**EXPERIENCED**  
**A BIAS**  
IN THE WORKPLACE.

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**100%**  
OF WOMEN TECHS  
**WANT TO BE**  
**RESPECTED**  
FOR THEIR SKILLS,  
not their gender.

Source: Techforce.com

# HOW YOUR SPONSORSHIP SUPPORTS OUR MISSION

## Scholarships

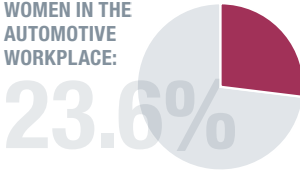
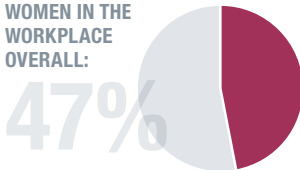
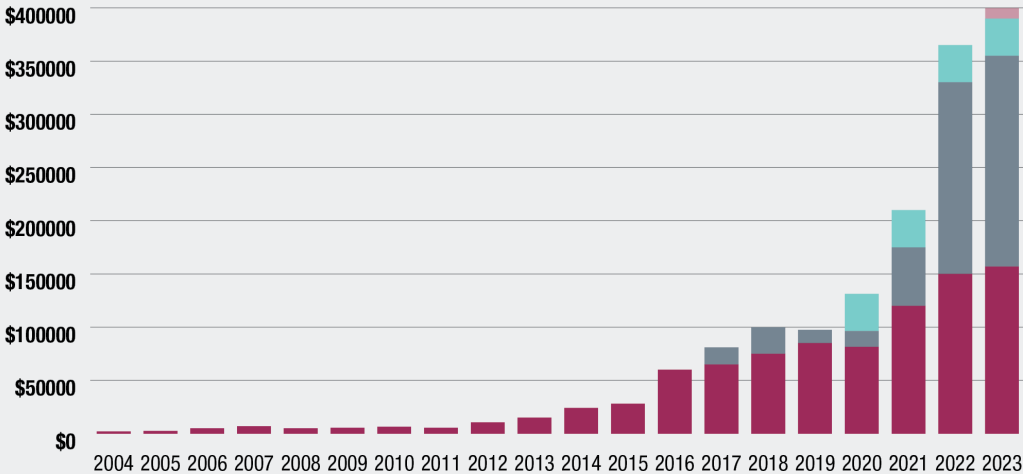
Established in 2004, the Women in Auto Care scholarship program is proud to support high school and post-secondary female students seeking a career in auto care. Over the years we have increased our annual scholarships from \$2,000 in 2005 to more than to \$413,000 in 2023.

**DISTRIBUTED**  
**\$1.5 MILLION**  
**OVER 20 YEARS**

**GROWN FROM**  
**AWARDING \$2K**  
**IN 2005 TO OVER**  
**\$413K IN 2023**

**WOMEN IN AUTO CARE SCHOLARSHIPS**

■ DOLLARS ■ TOOLKITS ■ GARAGE GURUS ■ DORMAN



Source: US Bureau of Labor and Statistics

## How Partnerships Help Us Grow

In 2020, a newly-forged partnership with Garage Gurus allowed us to create a secondary scholarship initiative which provides \$35,000 in tuition toward the spring semester to aspiring female technicians. In 2021, Genuine Parts NAPA stepped up as the primary toolkit sponsor. The Carlyle Tools by NAPA toolkit program awards more than \$100,000 in toolkits each year. In 2022, Acuity followed suit, donating \$20,000 to help grow the tool program even further. In 2023, we have added a \$10,000 partnership with Dorman for an additional scholarship.

# TESTIMONIALS

This scholarship means everything as a single mother to an autistic daughter, it will help with the stress of paying for my education.

**JESSICA FREELAND**



Winning this scholarship has left me speechless and very appreciative. We all know that quality tools and building a proper tool kit is a costly out-of-pocket expense. This tool kit award will most definitely help me to gain my footing while starting out in the automotive industry. I will be forever grateful to Women in Auto Care and NAPA!

**CHERYL L. PERRETTI-BLAISDELL**



My favorite part of the automotive industry is the support. I cannot imagine a more welcoming or encouraging group of people. As a young women showing interest in cars, especially older cars, I have received 100% support and praise and encouragement from thousands of total strangers.

**RILEY SCHLICK-TRASK**



Winning this scholarship means the world to me. Tools is the biggest financial strain to technicians. As a student and young tech who is completely financially independent it can be difficult to make ends meet. However, with this scholarship I don't have to worry about that expense.

**SYDNE ALEXA MAILER-KELLY**



# ANNUAL SPONSORSHIP OPPORTUNITIES

*Annual sponsorships are valid for 365 days from order.  
Sponsorship will be displayed at all events within 365-day time frame.*

|   | DIAMOND  | PLATINUM | GOLD     | SILVER  | BRONZE  |
|---|----------|----------|----------|---------|---------|
|   | \$25,000 | \$15,000 | \$10,000 | \$5,000 | \$2,000 |
| Ability to use Women in Auto Care supporter logo on your communications and marketing materials | ●        | ●        | ●        | ●       | ●       |
| Recognition in the Women in Auto Care events within the Auto Care Events app                    | ●        | ●        | ●        | ●       | ●       |
| Recognition on Women in Auto Care's website   | ●        | ●        | ●        | ●       | ●       |
| Logo included in promotions and on-site at Women in Auto Care conferences and events            | ●        | ●        | ●        | ●       | ●       |
| Logo included in monthly VOICES newsletter  | ●        | ●        | ●        | ●       | ●       |
| 25% discount on Women in Auto Care conference registrations for all employees                   | ●        | ●        | ●        | ●       |         |
| One Sponsor Spotlight on Women in Auto Care's LinkedIn and Facebook pages                       | ●        | ●        | ●        | ●       |         |
| Prominent logo placement in promotions and on-site at Women in Auto Care conferences and events | ●        | ●        | ●        |         |         |
| One Sponsor Spotlight feature in VOICES newsletter  | ●        | ●        |          |         |         |
| Logo placement on podium signage during all Women in Auto Care conferences and events           | ●        |          |          |         |         |

**Additional à la carte sponsorship opportunities available at [autocare.org/women-in-auto-care](http://autocare.org/women-in-auto-care).**  
*Anything above \$25,000 level would be considered "Women in Auto Care Partner."*

For more information, contact Missy Stephens at [missy.stephens@autocare.org](mailto:missy.stephens@autocare.org).





# **BECOME A SPONSOR TODAY!**

visit [autocare.org/women-in-auto-care](https://autocare.org/women-in-auto-care)