WOMEN DRIVING AUTO RETAIL

SPONSORSHIP OPPORTUNITIES

NADA
**Women Driving Auto Retail** works to amplify the voices of women in the auto retail industry, as well as increase female employment in dealerships by providing dealers tools and expertise.

Through the year, **Women Driving Auto Retail** helps NADA reach out to women in the industry at all major NADA events, including the annual NADA Show. **Women Driving Auto Retail** is also integral to NADA’s education and communications efforts, with regular webinars, videos and blog posts.

**Women Driving Auto Retail: Upcoming Sponsorship Opportunities**

**Saturday, March 12, 2022**

**NADA Show in Las Vegas: Women Driving Auto Retail Lunch**
*Audience: 300+ dealers and dealership employees*

**December 2021 – March 2022**

**Women Driving Auto Retail Video Contest**
*Audience: Over 20,000 NADA Show attendees, including thousands of dealers and dealership managers*

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Women Driving Auto Retail Lunch

The annual NADA Women Driving Auto Retail event at NADA Show is a high-profile networking and education event to share ideas and learn from the men and women who are leading the charge in shaping auto retail. The event, which sold out in 2020 and had more than 400 registrants during the virtual format in 2021, includes renowned speakers and a networking session before the event. This event also will be live-streamed and promoted to reach as large a digital audience as possible. Provides the sponsor the opportunity to reach at least 300 attendees at the event, along with all digital viewers. Sponsors also will be recognized from the stage and in numerous articles in the NADA Headlines and ATD Insider-e-newsletters, as well as on nada.org, the NADA blog and NADA social media channels.

Date: March 12, 2022  I  Time: Noon–2pm  I  Location: Encore Hotel, Beethoven Room

Sponsorship Opportunities

Deadline for Sponsorships: Nov. 1, 2021

- Platinum Sponsor (one is SOLD; one available)
  $25,000 each
  - Two options
    - Introduce the guest speaker (if single speaker session) and the opportunity to shape the topic
    - Serve as panelist or moderator (if a panel session) and the opportunity to shape the topic
  - Prominent signage onstage
  - Logo mention in all print and digital marketing materials, including NADA Show Program Directory, NADA Show Magazine, etc.
  - Mention in post-event NADA blog post
  - Opportunity for customized, promotional giveaway item for attendees (per NADA approval)
  - 10 tickets to event

Bonus! Sponsors of Women Driving Auto Retail events also receive premium discounts on other NADA Show sponsorship opportunities at the convention center and NADA-affiliated hotels.
The annual Women Driving Auto Retail video contest celebrates women who work in all areas of the dealership. The goal of the contest is to collect video submissions from women already in the auto retail industry to spread the word to other women about why auto retail is a great place for women to succeed and pursue a fulfilling career. The winning video is selected based on production quality, entertainment value, inspiration factor, impact and message content. Of the 10 semifinalists chosen, one grand-prize winner is announced at NADA Show.

For 2020-2021:
- Nearly 60 high-quality video entries generated over 132,000 video views
- Close to 600,000 impressions were secured for the video contest

During the virtual award presentation at the Women Driving Auto Retail event in conjunction with NADA Show 2021, 200 attendees were present. This year’s award presentation will be held during the lunch, which was sold out in 2020 with nearly 400 attendees.

- $15,000 (exclusive sponsor)
  - Contest runs from December 2021 through March 2022
  - Sponsor is onstage during the lunch when the grand-prize winner is announced
  - Sponsor pre-roll is included on grand-prize video
  - Sponsor mention in all marketing materials and NADA blog posts related to and/or promoting the video contest