



SAWF SOUTHERN AUTOMOTIVE WOMEN'S FORUM

2025 SPONSORSHIP OPPORTUNITIES

 **50K+**
automotive industry
WORKFORCE US SOUTH

 **23.6%** 
WOMEN in
Automotive Industry



companies listed in the Dow Jones Industrial Average
DEPEND ON AUTOS FOR REVENUE



1 AUTOMOTIVE
MANUFACTURING JOB — — — **7** more positions in industries
ACROSS THE ECONOMY

3% GDP represented in auto industry

MAKE AN IMPACT

The Southern U.S. has emerged as a manufacturing hub for major automakers and is home to assembly plants for Toyota, Nissan, BMW, General Motors, Honda, Ford, Volkswagen, Mercedes, Hyundai and Kia and the supply chain which supports them. This manufacturing activity results in and creates opportunities for tens of thousands of skilled jobs within the region.

To support this formidable industry presence, the **Southern Automotive Women's Forum (SAWF)** was founded in 2010 to encourage women to pursue automotive careers and to unite, inspire and educate those already serving the industry. **SAWF** is a non-profit organization dedicated to the personal and professional advancement of women in the automotive industry.

Women play, and will continue to play, a critical role in the automotive industry's reliance on innovative human capital, and SAWF **gives female automotive professionals a seat at the table through collaboration with each other and through the mentoring of promising young women**

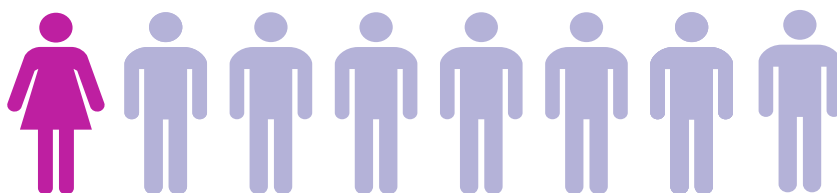
SAWF creates long-lasting partnerships designed to benefit both your organization and our mission to promote women in the automotive industry in the South. **For questions or more information email: roseann@southernautomotivewomen.org, call 833.865.SAWF or visit southernautomotivewomen.org.**



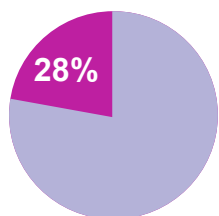
OUR MISSION & VISION

The Southern Automotive Women's Forum is a 501(c)(3) nonprofit dedicated to the personal and professional advancement of women in the automotive industry. SAWF achieves this mission by collaborating with industry partners to create educational, mentoring and networking opportunities for its members. Our members serve as strong role models for one another and for young women of all ages who are interested in STEM fields (Science, Technology, Engineering, and Math) with the hope that they will apply these skills to the automotive industry of the future. Since its inception in 2010, SAWF has also awarded over \$443,500 in scholarship funds to young women beginning their careers in STEM and to women seeking to enhance their opportunities.

BRIDGING THE GENDER GAP IN STEM



1 IN 8 ENGINEERS ARE WOMEN



28% of STEM jobs
ARE FILLED BY WOMEN,
even though women represent
nearly 50% of the workforce



75% OF NON-STEM JOBS
will require basic STEM
skills

DISPROPORTIONATELY
low share of
**UNDERGRAD
DEGREES**



80% of the fastest growing
**INDUSTRIES &
OCCUPATIONS REQUIRE A
MASTERY OF SCIENCE AND
MATH**



**Women with STEM jobs earn 33% MORE
THAN WOMEN WITH NON-STEM JOBS**

CONFERENCE OVERVIEW

July 23-24

Bowling Green, KY

SAWF's annual conference brings together original equipment manufacturers (OEM), suppliers, and service providers for a full day of education and opportunities. This year's conference will also offer an online component too.

- Opportunities to network, exchange ideas and conduct business.
- Dynamic speakers and forums which explore topics related to the automotive industry and the role of women in leadership.
- Interactive panels, informative tours and “must attend” events for women in the industry, as well as sponsors.

SPONSORSHIP OPPORTUNITIES

As a sponsor, your company can be a leader in the dynamic automotive industry by supporting professional development for women and the next generation through scholarships and mentoring programs. Please refer to the next page for specific information and a listing of sponsorship levels and benefits. Secure your spot today by registering at southernautomotivewomen.org.



Thank you to our 2024 Sponsors



● CORPORATE SPONSOR

◆ CONFERENCE SPONSOR

■ SCHOLARSHIP SPONSOR

SPONSORSHIP PACKAGE BENEFITS	Platinum Corporate Sponsor \$15,000	Gold Corporate Sponsor \$12,000	Silver Corporate Sponsor \$10,000	Bronze Corporate Sponsor \$8,000	President's Reception \$5,000	Platinum Conference \$5,000	Gold Conference \$3,000	Silver Conference \$2,000	Bronze Conference \$1,300	Platinum Scholarship Sponsor \$5,300	Gold Scholarship Sponsor \$2,800	Silver Scholarship Sponsor \$1,800	Bronze Scholarship Sponsor \$1,500
Logo on Sponsor page	●	●	●	●									
Recognition at all virtual SAWF events & in all event materials	●	●	●	●									
\$7,500 of Sponsorship dollars earmarked for Scholarship	●												
\$5,000 of Sponsorship dollars earmarked for Scholarship		●								■			
\$2,500 of Sponsorship dollars earmarked for Scholarship			●								■		
\$1,500 of Sponsorship dollars earmarked for Scholarship				●								■	■
SAWF membership for (30) corporate representatives	●												
SAWF membership for (20) corporate representatives		●											
SAWF membership for (15) corporate representatives			●										
SAWF membership for (10) corporate representatives				●									
Company profile in one monthly e-newsletter	●												
Logo on home page of website	●												
Access to scholarship recipients for possible internships/ employment	●	●	●	●	◆	◆	◆	◆	◆	■	■	■	■
Advance list of annual conference attendees	●	●	●	●	◆	◆	◆			■	■		
Prominent sign representation during annual conference	●	●	●	●	◆	◆	◆			■	■		
Logo on all conference materials	●	●			◆	◆	◆						
Logo in scholarship award presentation with SAWF President	●	●	●	●						■	■	■	■
Photo-op with scholarship recipients during the scholarship presentation	●	●	●	●						■	■	■	■
Logo on all Event page of website					◆	◆	◆						
Recognition throughout the conference, from the podium & in program materials					◆	◆	◆	◆	◆	■	■		
Brief introduction of your organization prior to President's Reception Keynote Speaker					◆								
Introduction of Conference Speaker or other Podium time for brief comments						◆							
(4) annual full conference registrations					◆	◆							
(3) annual full conference registrations	●						◆						
(2) annual full conference registrations		●	●					◆					
(1) annual full conference registration				●					◆	■	■	■	
Video of Company playing during break						◆							