



WOMEN WITH DRIVE IV

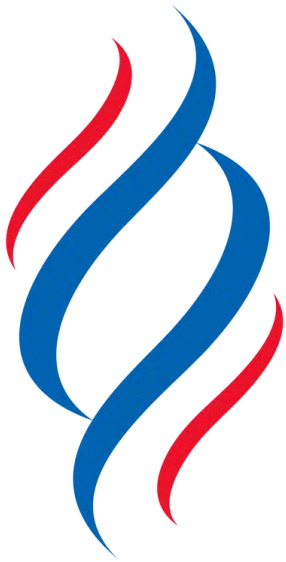
December 9-11, 2024
Indianapolis, Indiana

Driven by: **Mobil 1**

A Property Of:



PARTNERSHIP OPPORTUNITIES



WOMEN WITH DRIVE IV

December 9-11, 2024
Indianapolis, Indiana

Driven by: **Mobil 1**™

Join Us!

Celebrating its fourth year, the Women with Drive – Driven by Mobil 1 Summit brings together influential figures in motorsports to address diversity and inclusion which is crucial for the industry’s growth and development. The Summit creates an environment where everyone feels welcome and represented which leads to innovation and progress.

In partnership with PRI, the Women with Drive - Driven by Mobil 1 Summit will be held just prior to the PRI Show at the Indiana Convention Center in downtown Indianapolis. With ample hotels and restaurants, the Convention Center is an ideal location for our estimated 600 attendees.



PRI
PERFORMANCE RACING INDUSTRY


Indianapolis
INDIANA CONVENTION CENTER & LUCAS OIL STADIUM®



Co-founded by Lyn St. James and Beth Paretta, WIMNA is a community of professionals devoted to supporting opportunities for women across all disciplines of motorsport by creating an inclusive, resourceful environment to foster mentorship, advocacy, education and growth, thereby ensuring the continued strength and successful future of our sport.

The Women with Drive - Driven by Mobil 1 Summit is the property of and flagship event with Women in Motorsports North America, whose mission is to enable and advance careers in motorsports for women.

WomenInMotorsportsNA.com



Lyn St. James



Beth Paretta

Summit Co-Chairs



The Co-Chairs have teamed up for the fourth year to chair this important event whose mission is to increase women's empowerment in the motorsport arena.

Lyn St. James, former IndyCar driver, author, coach, mentor and motivational speaker

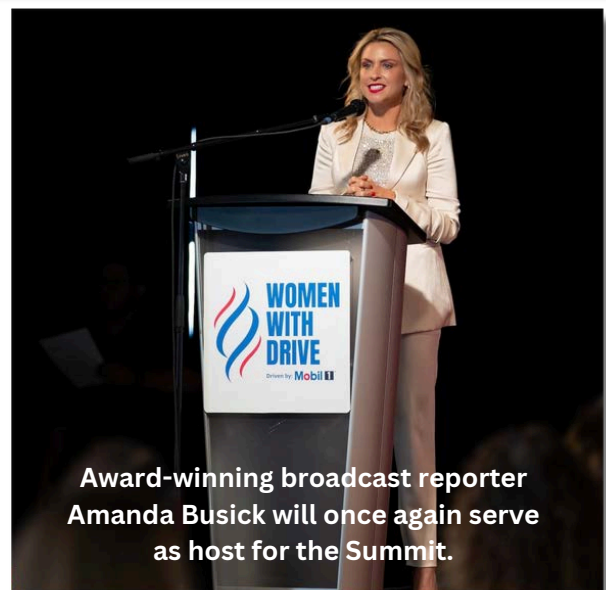
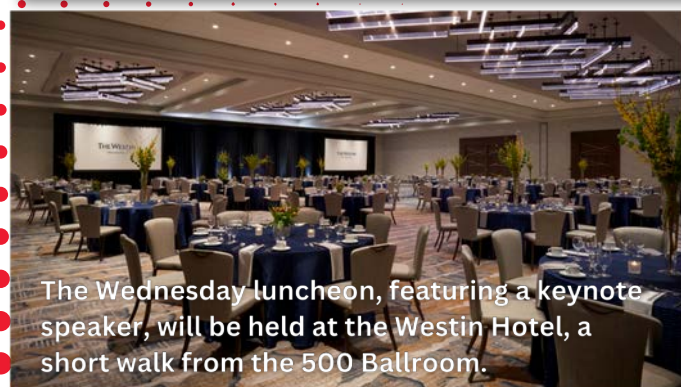
Cindy Sisson, WIMNA Executive Director, marketing and sales leader and known to the industry as the "super connector".

WOMEN WITH DRIVE IV

December 9-11, 2024 • Indianapolis, IN

Driven by: **Mobil 1**

- **Dates:** December 9-11, 2024
- **Location:** Indianapolis, Indiana
- **Where:** Indiana Convention Center
- **Length:** 2 Days
- **Estimated Attendance:** 600
- **Program:** 5 Panel Discussions, 9 Breakout Sessions, 3 Keynotes
- **Special Events:** Breakfast at the Brickyard and Luncheon at the Westin Hotel
- **Live Stream:** Globally on WIMNA website and YouTube
- **Hosted for the 4th straight year by TV host, Amanda Busick**



Women with Drive III - Driven by Mobil 1
Phoenix Raceway, Avondale, Arizona



Our History

3 Years and Growing



Women with Drive



Women with Drive IV - Driven by Mobil 1
Estimated Attendance: 600

2023 STATS

Attendees

Women with Drive III - Driven by Mobil 1

Location: Phoenix Raceway – Avondale, AZ

Attendees: 450 (Sold Out)

Length: 2 Days

Sponsors: 58

Panelists: 90

Keynotes: 5

Panel Discussions: 5

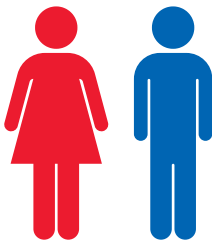
Breakouts: 9, Fireside Chat: 1



2023 STATS

Attendees

Attendees: Over 450 women and men from all disciplines of the motorsports industry



Gender: 82 % Females & 18 % Males



38 States and 6 Countries Represented



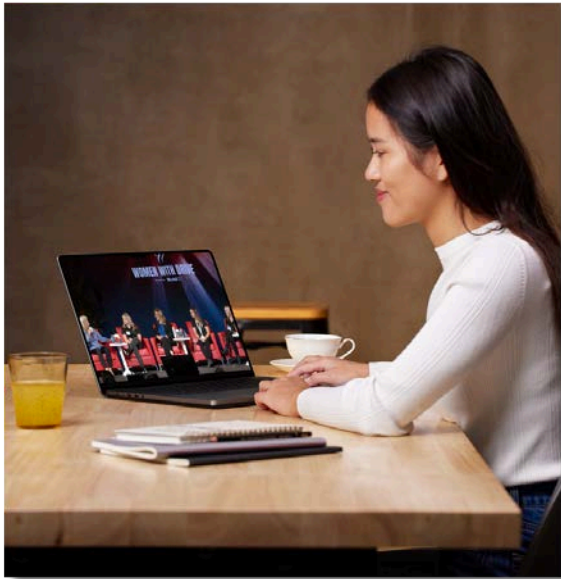
Motorsports Industry Segments Represented:

- Engineering/Technical
- PR/Marketing/Communications
- Hospitality/Food & Beverage
- Human Resources
- Race Car Driver
- Corporate Management
- Education/Driving Schools
- Media
- Governing Body/Racing Series
- Race Official
- Suppliers/OEM
- Medical/Health Services

2023 STATS

Live Stream

Thanks to our friends at Gainbridge, 10.5 hours of the Women with Drive III - Driven by Mobil 1 was streamed around the world. The two-day event was streamed on the WIMNA website and YouTube.



YouTube:

- 1,702 views
- 18,715 impressions
- 383.6 hours of watch time
- Gender: 54.4% Female, 45.7% Male
- 25-34: 20.5%
- 35-44: 17.5%
- 45-54: 32.5%
- 55-64: 13.9 %
- 65+: 15.7%
- 80% of Views in the United States

WIMNA Website

November 7-8: Event Days

- LIVE page: 5,951 views
- Users: 1036 (918 NEW users)
- 1,434 Engaged Sessions
- 91.28% Engagement Rate
- Event Count: 11,888

November 1-27 Event Days

- LIVE page: 4.1k views
- Users: 3k (2.9k NEW users)
- 3,894 Engaged Sessions
- 89.66% Engagement Rate
- Event Count: 31,149



2023 TV Series

Women with Drive on MAVTV



For more than a decade, MAVTV has been home to the best in American grassroots and regional racing. Now MAVTV is expanding its programming to include racing from the spectrum of global motorsports –across four wheels and two wheels, pavement and dirt, US and International, and much more. Starting in 2023, an all-new collection of compelling documentary series and specials give core fans and new audiences a richer perspective on the drivers and tracks that define racing.

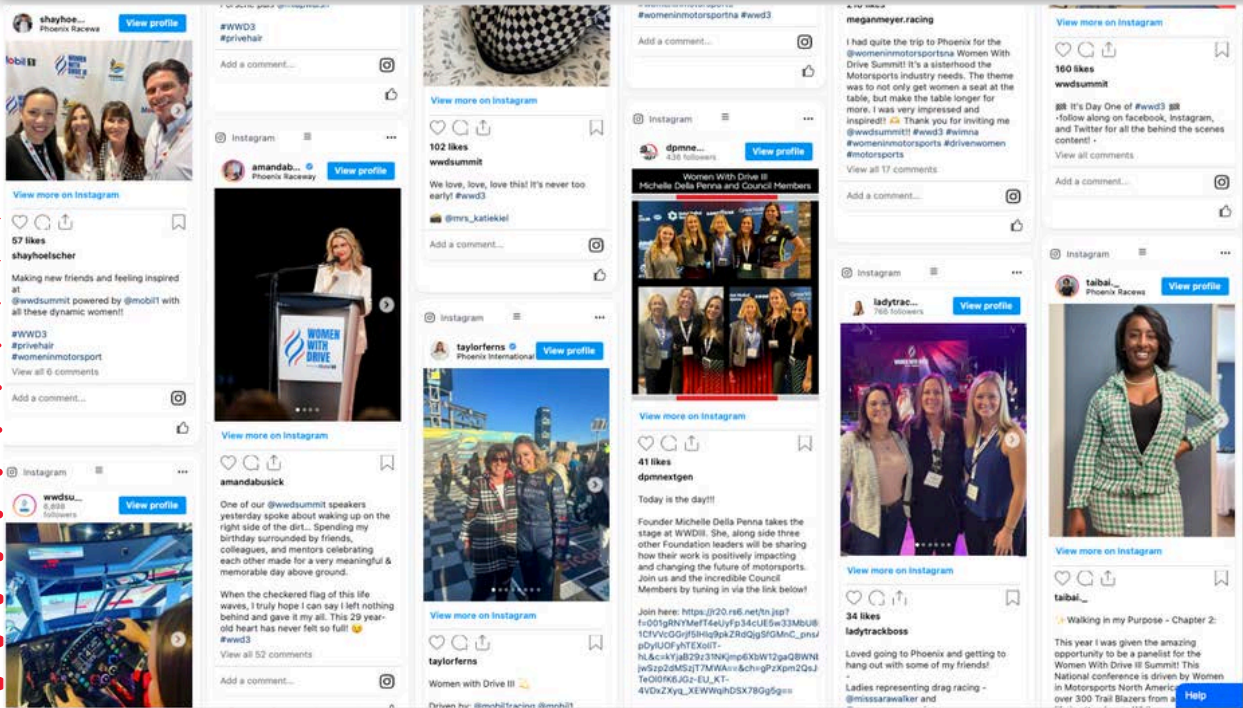
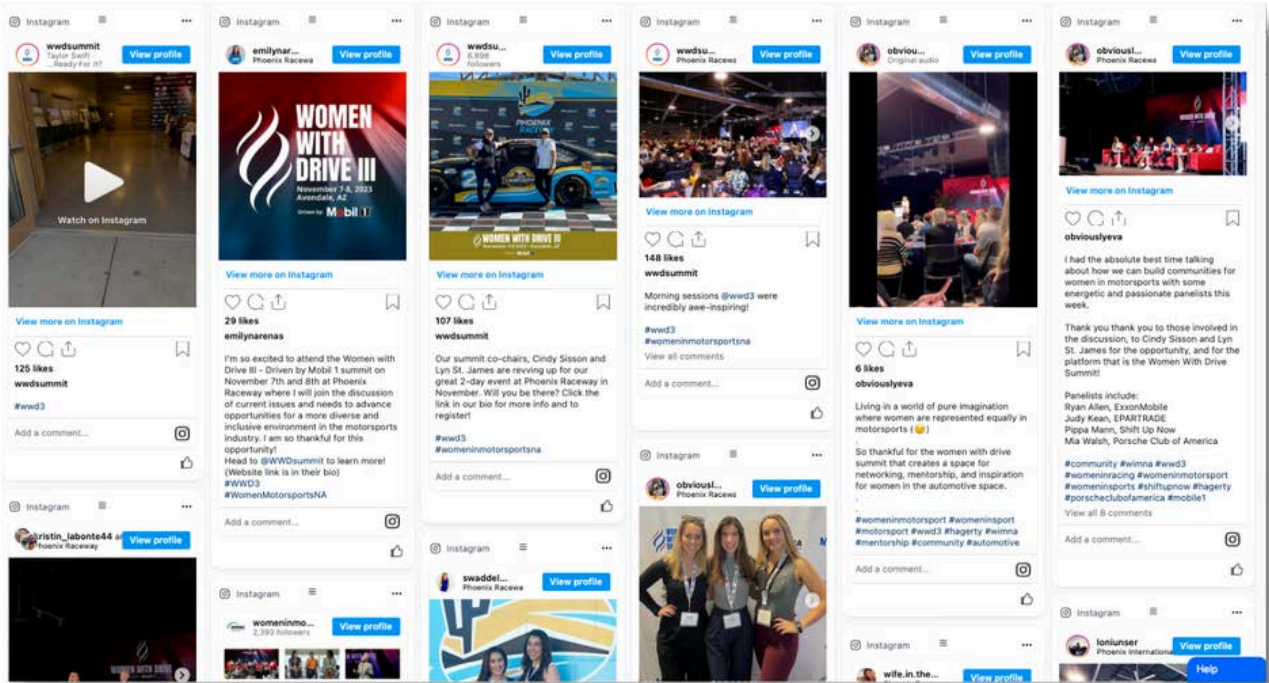
MAVTV partnered with WIMNA and the Women with Drive - Driven by Mobil 1 Summit to produce three 30-minute episodes coming out of the summit in Phoenix. Content included panel discussions as well as interviews with attendees.



The shows aired in January of 2024 in prime time and bundled with “In the Machine” - a three-episode program on Ashley Freiburg. In addition, there were multiple re-airs during the month of March in celebration of Women’s history month.

2023

What They're Saying on Social Media



2023 Testimonials

"This summit was one of the best conference experiences I have ever had. You've got an attendee for life!"

"As an engineering student, I had a great time learning and connecting from people in the industry. The summit blew my expectations out of the water. I left with so many connections, knowledge and a bigger drive to work in the industry."

"WWD was by far the best conference event I've ever attended in my professional career. Every detail was accounted for and the networking exceeded my expectations. It was nice to be in a room of people who believe in a shared vision and are approaching solving it from all the different angles."

"The summit was a great gathering of women in all areas of the motorsport industry and from everywhere on the spectrum of experience and expertise. And the best part was the environment - it was a space that was truly our own, complete with a collaborative vibe that invited open and honest sharing."

"The opportunity to meet and network with this diverse group of women and allies is second to none. The connections I make every year are lifelong friends and partners."

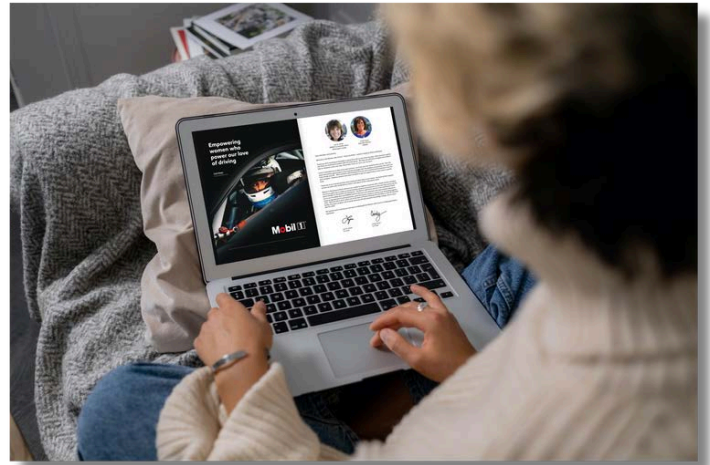
"This was my first time attending the Women with Drive summit and I was absolutely blown away. I anticipated it to be a smaller event but ended up being one of the best conferences I have attended in years. Everything was professionally organized and produced and everyone was so excited to be there. It was definitely an inspiring event!"

2023 WWD III Links

(Click On The Image)



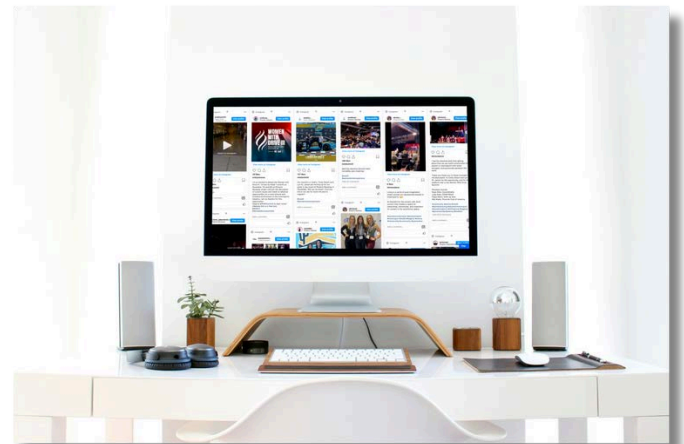
[WWD Website](#)



[Digital Program](#)



[Event Photos](#)



[Social Media Recap](#)



[YouTube Channel](#)



Mobil 1

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Discover
Avondale
ARIZONA



BOSCH



SMOOGIE
RACING



HAGERTY



Banotti Jackson
THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS



BRIDGESTONE



MAVTV

MAZDA
MOTORSPORTS



SRO
MOTORSPORTS GROUP
AMERICA



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do it right.



DirtFish



Global Medical
Response.

GOODYEAR

GreerWalker
CPAs & Advisors



Jostens

LEGACY
MOTOR CLUB

LIME
ROCK PARK



SAVOY
AUTOMOBILE MUSEUM

SEBRING
INTERNATIONAL RACEWAY



Snap-on



AERO

AHF
AUTOMOTIVE HALL OF FAME



HIXON
MOTOR SPORTS

KELLYMOSS

PHODZY

privé

RECARO



Coca-Cola
SWIRE COCA-COLA

WWD IV

Partnership Opportunities

Presenting Sponsor - **SOLD**

Diamond **\$25,000**

Presenting Sponsor of a Panel or Breakout
Logo and Link on WWDIV & WIMNA Websites
Logo on Summit Signage
Logo on All Marketing Materials
Promotions on Social Media
Tags in WWD4 and WIMNA Social Media
Rights for Product Giveaways
Printed and Digital Program - Full Page Ad
(10) Tickets to WWD4
(10) Tickets to Breakfast at the Brickyard
(10) Tickets to the Westin Luncheon

Gold **\$10,000**

Supporting Sponsor of a Break
Logo and Link on WWDIV & WIMNA Websites
Logo on Summit Signage
Logo on All Marketing Materials
Promotions on Social Media
Tags in WWD4 and WIMNA Social Media
Rights for Product Giveaways
Printed and Digital Program - Half-Page Ad
(6) Tickets to WWD4
(6) Tickets to Breakfast at the Brickyard
(6) Tickets to the Westin Luncheon

Bronze **\$2,500**

Logo and Link on WWDIV & WIMNA Websites
Logo on Summit Signage
Logo on All Marketing Materials
(2) Tickets to WWD4
(2) Tickets to Breakfast at the Brickyard
(2) Tickets to the Westin Luncheon

Platinum **\$15,000**

Presenting Sponsor of a Break
Logo and Link on WWDIV & WIMNA Websites
Logo on Summit Signage
Logo on All Marketing Materials
Promotions on Social Media
Tags in WWD4 and WIMNA Social Media
Rights for Product Giveaways
Printed and Digital Program - Half-Page Ad
(8) Tickets to WWD4
(8) Tickets to Breakfast at the Brickyard
(8) Tickets to the Westin Luncheon

Silver **\$5,000**

Supporting Sponsor of a Break
Logo and Link on WWDIV & WIMNA Websites
Logo and Link on WIMNA Website
Logo on Summit Signage
Logo on All Marketing Materials
Rights for Product Giveaways
(4) Tickets to WWD4
(4) Tickets to Breakfast at the Brickyard
(4) Tickets to the Westin Luncheon

Booth **\$750**

Booth Space at WWDIV
(1) Ticket to WWDIV
(1) Ticket to Breakfast at the Brickyard
(1) Ticket to the Westin Luncheon

Student Scholarship **\$250**

(1) Ticket to WWDIV
(1) Ticket to Breakfast at the Brickyard
(1) Ticket to the Westin Luncheon

For Partnership Opportunities Contact:

Cindy Sisson, Executive Director
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(704) 906-9507



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