

Women in Motion represents a collaborative initiative led by industry pioneers and their organizations, dedicated to fostering an even more inclusive and encouraging atmosphere for women within the transportation sector. By implementing a blend of impactful initiatives, narrative sharing, and advocacy efforts, we are committed to driving tangible and lasting transformations.



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In addition to the ladies listed above, the council includes:

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FOUNDING SPONSORS

Those who pledge \$100,000 for 2024* and pay \$25,000 of that in 2023.

As a founding sponsor: **1)** Your logo will appear on all WIM program materials (pre, onsite, and post) and on our main website as a founding sponsor. **2)** Your company will be tagged in all social media posts and press releases **3)** Your company employees will receive a WIM Founding Sponsor ribbon at all ATA events. **4)** Everyone interested in joining from your company will receive a free membership and a 50% discounts to WIM events. **5)** Ability to submit interest in participating as a knowledge expert across all WIM initiatives. **6)** Ability to use the “Proud Member of WIM” logo

To date, we have launched 2 programs (Let’s Celebrate and our Mentorship Program) and in 2024, have the following items on our radar:

- Establish membership pricing
- WIM Educates – Webinar Series
- EmpowerMENT – male leaders who are intentional about elevating female leaders within their organization tell their stories on how, why, and why you should too.
- Launch Speaker’s Bureau
- Launch See, Believe, Become Initiative and Hub– highlights women in all sectors of the industry through video interviews
- Independent Contractors Spotlight Booklet
- Establish issue briefings
- Call on Washington
- Create Resources Hub



* This is an annual sponsorship, and they will be billed January 1 of every year to continue receiving the founding sponsor benefits.





**If you're interested in joining as a Founding Sponsor,
contact Nikki Thomas, VP of Industry Affairs, ATA.
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