



A STRATEGIC
SPONSORSHIP
OPPORTUNITY

Automotive Women's Alliance Foundation

awafoundation.org

Fast Facts Regarding Women in the Automotive and Mobility Industries

- Women comprise of almost half of the U.S. labor force but only represent about 25% of the automotive workforce.¹
- Women of color are especially underrepresented: 6.2% African American women, 1.7% Asian women, and 3.1% Latina women are represented the automotive workforce.²
- A survey conducted in 2019 revealed that of 11 major automakers, none of them had more than 23% women employed in positions of vice-president or higher.^{3, 4}
- Women employed in male-dominated industries face a variety of challenges such as societal expectations about women's leadership abilities, pervasive stereotypes, higher levels of stress and anxiety, and lack of mentoring.⁵



AWVA
FOUNDATION



ABOUT US

AWA Leads the Way for Women **Leaders in Mobility**

OUR MISSION

To advance and **empower every women** in the automotive and mobility industries

OUR VISION

Contribute to the mobility industry by advocating for the advancement of every woman throughout her career.



Who we are and what we do



In 2002, AWAFF was established as a non-profit 501(c)3 organization.



AWAFF currently has over 200 members composed of women (and men!) from all areas of the automotive and mobility industries.



As of December 2024, AWAFF awarded \$687,000 in scholarships to over 267 women.



AWAFF provides members with the opportunity to work and build relationships with some of the most influential men and women in industry.



AWAFF offers professional development seminars to improve and enhance skills and competencies critical to career advancement





Creative Programming Signature Events

Get to know us through social and informative events like our Fireside Chats, Step into Power event, Professional Development Trainings, and the annual August golf outing.

Our Fireside Chats feature **women in leadership positions** who discuss their career journey and challenges.

Our annual Ignite Your Genius professional development workshop in the spring provides a powerful half-day event to inspire attendees to unleash their potential, make connections and energize their professional development.

Our Annual Step into Power is held at a commercial venue in the Metro Detroit area each fall and includes an inspiring speaker and a chance to mingle and shop for shoes at a discounted rate.



STEM Initiatives

AWAF is working to engage middle school and high school girls to make them aware of the many opportunities that exist in the automotive and mobility industries and to inspire them to seek STEM related future careers.

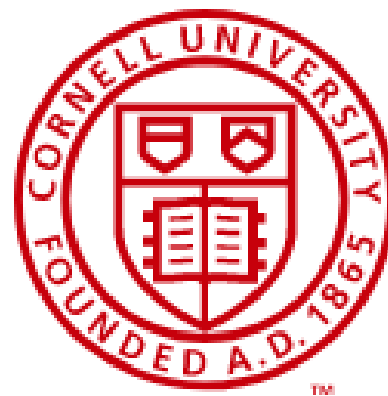
Our current initiative include HER Story, where women in STEM careers share their journey with Detroit area high school students.



Our Scholarship Recipients Attend Institutions Across the U.S.

Our scholarship recipients attend institutions across the United States, and include the following colleges and universities:

- Georgia Institute of Technology
- Kettering University
- Massachusetts Institute of Technology
- Michigan Technological Institute
- Rochester Institute of Technology
- Wayne State University
- Yale University
- Cornell University





Supporting Women is Good Business

If corporations are not proactive in creating and promoting an appealing workplace conducive to gender equality, they might miss vital competitive advantages

- A 2019 study by McKinsey finds that companies in the top quartile for gender diversity on executive teams were 25 percent more likely to have above-average profitability than companies in the fourth quartile
- Going from having no women in corporate leadership (i.e., CEO and other C-suite positions) to a 30% female share is associated with a one-percentage-point increase in net margin, which in turn translates to a 15% increase in profitability for a typical firm.⁶

Why Sponsor Us?

Build business relationships · Gain valuable insights

01

Your company's involvement in AWAFF will showcase your commitment to empowering the women you employ.

When you empower women, not only do you foster confidence, but you encourage a supportive industry and impact your company's culture.

02

Through your sponsorship, you will make an important statement about your company to your employees and stakeholders.

You will boost your brand recognition before, during, and after AWAFF events by giving your company exposure to new audiences.

03

You will also provide your emerging female leaders with a unique opportunity to gain access to:

- an elite and supportive network of professional women in automotive
- programming that will cultivate their professional development



Available Sponsorship Packages

By sponsoring AWAFF, you are supporting the future of women in the automotive industry. All our sponsors are recognized on our website and newsletter. A full description of benefits offered to our sponsors may be found on our website.

Charging Forward (\$5,000)

Accelerator (\$3,500)

Upward Mobility Scholarship (\$2,750)

STEAM – Invest in the Future! (\$2,500)

Adaptive Cruise (\$2,000)

Driving Change (\$1,500)



Customized Sponsorship

Maximum Exposure



The sponsorships listed on the previous slide are introductions to each of our signature events and sponsorship levels. These options are just a starting point; we pride ourselves on creating customized packages that allow you to gain exposure at multiple events.

All sponsorships are created to allow your business to:

Create a targeted and memorable experience for AWAFF members and supporters

Enhance your public image as a company invested in the advancement of female leadership

Showcase support of a nonprofit that has touched the lives of many young females pursuing a career in mobility



Corporate Sponsors



Contact Us

GET STARTED TODAY

AWA offers our sponsors and strategic partners an opportunity to tap into our vast reservoir of skill and expertise.



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2022-2023

TAKE CHARGE. INSPIRE & LEAD CHANGE.

THANK YOU

**JOIN US IN EMPOWERING
WOMEN IN MOBILITY**

awafoundation.org



¹ U.S. Bureau of Labor Statistics. (2021). Table 2: Employed and experienced unemployed persons by detailed industry, sex, race, and Hispanic or Latino ethnicity, annual average 2020.

² U.S. Bureau of Labor Statistics. (2021). Table 2: Employed and experienced unemployed persons by detailed industry, sex, race, and Hispanic or Latino ethnicity, annual average 2020.

³ Tesla, Toyota and BMW: Did not provide numbers; As of June 30, 2019

⁴ Article available at: <https://www.usatoday.com/story/money/2019/11/11/auto-industry-gender-diversity-gm-ceo-mary-barra/2513383001/>

⁵ Sarathchandra, D., Haltinner, K., Lichtenberg, N., & Tracy, H. (2018). 'It's broader than just my work here': Gender variations in accounts of success among engineers in U.S. academia," *Social Sciences*, 7(3).

⁶ Working Paper 16-3: Is Gender Diversity Profitable? Evidence From a Global Study, available at: <https://www.pii.com/publications/wp/wp16-3.pdf>.