

wiib

WOMEN IN BUSES COUNCIL SPONSORSHIPS



MISSION

The mission of the Women in Buses Council is to recognize and advance the role of women in the motorcoach industry through networking, education and mentoring programs.



PROFILE

280 members and GROWING
50-70 active participants weekly
65% Bus Operator Members
15% Travel Industry Members
9% Associate Members
7% Tour Operator Members
4% Allied Association Members



MEMBERS

The Women in Buses Council is comprised of Bus Company Owners/General Managers/Executives, Bus Operator Operations, Maintenance & Safety Staff, Drivers, Bus Manufacturers, Associate (Products & Services) Members, Tour Operators, DMO/CVB Staff, Hoteliers, Attractions, Tour Coordinators, Charter Coordinators, Receptive Operators, Allied Associations and members of the industry who support the mission of Women In Buses.

SPONSOR ADVANCEMENT

AMERICAN BUS ASSOCIATION
*Women
IN Buses*
BROUGHT TO YOU BY
MOTOR COACH INDUSTRIES



SPONSOR LEVELS & BENEFITS

A PROGRAM OF THE AMERICAN BUS ASSOCIATION	TITLE SPONSOR	WIB DAY COCKTAIL RECEPTION	WIB DAY LUNCHEON	WEBINAR SERIES	MONTHLY E-NEWSLETTER	WIB DAY BREAKOUT SESSION	WIB DAY REFRESHMENT BREAK
AVAILABILITY	LIMIT OF 1	LIMIT OF 1	LIMIT OF 1	LIMIT OF 1	LIMIT OF 1	LIMIT OF 3	LIMIT OF 2
ANNUAL FEE	\$10,000	\$2,500	\$2,500	\$2,500	\$1,000	\$1,000	\$500
LOGO ON ABA WEBSITE WITH LINK	●	●	●	●	●	●	●
RECOGNITION ON SIGNAGE AT WIB BOOTH AT MARKETPLACE	●	●	●	●	●	●	●
RECOGNITION ON SIGNAGE AT WIB DAY EVENT	●	●	●			●	●
RECOGNITION AS SPONSOR ON WIB DAY INVITATION	●	●	●			●	●
RECOGNITION AS SPONSOR ON WIB DAY AGENDA	●	●	●			●	●
SPEAKING OPPORTUNITY AT WIB DAY	●	●	●				
RECOGNITION OF SPONSOR ON SPECIFIC SPONSORED EVENT/ ITEM	●	●	●			●	●
LOGO ON E-NEWSLETTER HEADER	●				●		
LOGO ON EACH WEBINAR	●			●			
BRIEF SPONSOR PROMO DURING EACH WEBINAR				●			
WOMEN IN BUSES LOGO REDESIGNED TO INCLUDE SPONSOR NAME	●						
RECOGNITION OF SPONSOR ON SOCIAL MEDIA EVENT POST	●	●	●	●	●	●	●
RECOGNITION AS SPONSOR OF WOMEN IN BUSES AWARD	●						



www.buses.org/wib



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