



> **Central Pennsylvania**

Advancing women
Advancing transportation

2023 CORPORATE SPONSORSHIP PACKAGE

Your support directly impacts the valuable initiatives, programming, outreach, and mentorship that WTS Central Pennsylvania remains committed to providing as we move into our 25th year as a chapter. Please review the information within this package and consider being a 2023 Corporate Sponsor.

**WTS CENTRAL
PENNSYLVANIA
LEADERSHIP**

President
Kelly Freeburger

Vice President
Reshmi Lal

Secretary
Ashley Palmer

Treasurer
Margaret Bradley

Dear Central Pennsylvania Industry Leaders,

The year 2023 marks WTS Central Pennsylvania's 25th Anniversary. We are incredibly proud of this achievement and grateful to those who have contributed to our long-term success of being a valuable resource to transportation professionals in the region.

WTS Central PA takes pride in executing our core mission—the advancement of women in transportation—achieved with dynamic programs, professional development training, networking events, leadership development, student outreach, and so much more.

As we look forward to the excitement and celebration 2023 will bring, we ask for your support as a corporate sponsor. **Your contribution will allow us to continue the impactful work that WTS is known for within the transportation industry.** Within this sponsorship package you will find details and benefits for each of our sponsorship levels and the 2023 application.

Our chapter is excited for the diverse and meaningful programming, networking, and outreach we have planned for this year. We look forward to building off our successes in 2022, which included more than 20 technical and networking events, our first in-person Transportation YOU STEAM Day event for female high school students, our first miniature golf fundraiser for the WTS Foundation, award of more than \$15,000 in scholarship dollars, and continued support of more than 100 chapter members. We have been told by local industry professionals that they are so impressed with the content our chapter is able to provide year after year, but this is only possible with YOUR support.

As we prepare to celebrate our Silver Anniversary, we note the importance of our Corporate Sponsors. Your generosity and commitment to our chapter directly contributes to its success. As a non-profit 501(c)(3), we could not do this without you!

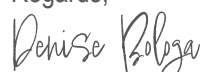
To celebrate our Silver Anniversary, for new sponsors who commit to our Silver sponsorship level and 2022 Copper and WBE/MBE/SBE/DBE-level sponsors who graduate to the Silver level, we are offering for this year only a \$25 discount. We also plan to offer event-specific and Transportation YOU sponsorship opportunities in 2023; stay tuned for more information.

Please review the sponsorship package and email me, WTS Central PA Corporate Sponsorship Chair Denise Bologa (DBologa@gfnet.com), your sponsorship commitment and application by **January 31, 2023**. If a new logo is to be used, please include the new logo in your email. We ask that sponsorship payment is received no later than March 1, 2023.

Please make your sponsorship check payable to "WTS Central Pennsylvania Chapter" and mail to:
WTS Central Pennsylvania, Attn: Margaret Bradley, Treasurer
PO Box 434
Camp Hill, PA 17001

We hope that you will be part of our future successes and celebration of our 25th Anniversary! For additional information or questions about our 2023 sponsorship opportunities, please reach out. **We thank you in advance for your generous support.**

Regards,



Denise L. Bologa, PE

WTS Central Pennsylvania Corporate Sponsorship Chair

OUR MISSION, VISION & GOALS

WTS attracts, sustains, connects, and advances women's careers to strengthen the transportation industry. Our goal is to promote equity and access for women in transportation, and expand opportunities for women in the transportation industry.

WTS strives to provide leadership in the global transportation community and create an exceptional experience for our members through professional development, mentoring, and organizational excellence.

OUR GUIDING PRINCIPLES

1. WTS is an international organization dedicated to shaping the future of transportation for the public good through the global advancement of women.
2. To achieve our shared vision of One WTS, we are a dedicated and aligned organization focused on supporting students, members, and chapters.
3. Advancing women in transportation is key to advancing transportation and ensuring a diverse, inclusive, and equitable workforce.
4. WTS is committed to ethical leadership, integrity, and respect for all as we shape future generations or transportation leaders.
5. WTS actively collaborates with its transportation community that includes corporations, public agencies, associations, and learning institutions.



WTS Central PA sponsorship supports the WTS Foundation, fostering the next generation of women in the transportation industry through scholarships, mentoring, and outreach.

WTS Foundation supports TransportationYOU, a hands-on, interactive, mentoring program that introduces girls age 13-18 to a wide variety of transportation careers. In 2022, we celebrated our first all-day STEAM event co-hosted with PA Turnpike Commission's Women's Network and PennDOT District 8-0 TRUSS. Thank you to our Corporate Sponsors who provided additional funding for the event. We look forward to building upon this success in 2023!

Thank you to our

2022 CORPORATE SPONSORS

PLATINUM



**GANNETT
FLEMING**



**NEWELL
TERESKA &
MACKAY
ENGINEERING**



**Michael Baker
INTERNATIONAL**



SUSQUEHANNA CIVIL



**TRAFFIC PLANNING
AND DESIGN, INC.**

GOLD

Dewberry
STV

SILVER

Arrow Land Solutions
HDR
HNTB
Larson Design Group
RK&K
SAI Consulting Engineers

COPPER

AECOM
A.D. Marble
C.C. Johnson & Malhotra, P.C. (CCJM)
Greenman-Pedersen, Inc. (GPI)
KCI Technologies
Mackin Engineering
McCormick Taylor
Navarro & Wright Consulting Engineers, Inc.
Pennoni Associates
Remington & Vernick Engineers
Stantec
WBCM
Whitman, Requardt and Associates (WRA)

WTS International Partners Strategic & Trailblazers

HNTB, JACOBS, WSP, AECOM, HDR

SPONSORSHIP LEVELS & BENEFITS

20% of all sponsorship goes to the WTS Central PA Foundation. The remainder of funds support WTS Central PA programs, conference attendance, scholarships, operating costs, and unique opportunities offered throughout the year.

PLATINUM | \$1,800 commitment

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	NEWSLETTER	EVENT VOUCHER
Company's logo is featured at events, monthly website and newsletter communication, and announcements	4	2 members may serve on WTS Central PA Advisory Board	1 seat at the head table at sponsored events, space permitting May sponsor 1 program of your choosing: 1-2 min. opportunity to present live -or- 1 short company video played at virtual event	Featured as the sole Corporate Sponsor of the Month (essentially an ad) in the newsletter & online	8 # vouchers for non-members to attend any WTS Central PA event, excluding the Annual Gala

GOLD | \$1,200 commitment

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	NEWSLETTER	EVENT VOUCHER
Company's name is featured at events, monthly website and newsletter communication, and announcements	3	1 member may serve on WTS Central PA Advisory Board	—	Featured as the sole Corporate Sponsor of the Month (essentially an ad) in the newsletter and online	6 # vouchers for non-members to attend any WTS Central PA event, excluding the Annual Gala

SILVER | \$800 commitment



In honor of our "Silver" Anniversary, we're offering a \$25 discount to any new sponsors who join at the Silver level or any 2022 Copper or WBE/MBE/SBE/DBE sponsors who renew at Silver for 2023.

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	NEWSLETTER	EVENT VOUCHER
Company's name is featured at events, monthly website and newsletter communication, and announcements	2	—	—	Featured as a combined Corporate Sponsor of the Month (essentially an ad) in the newsletter and online	4 # vouchers for non-members to attend any WTS Central PA event, excluding the Annual Gala

COPPER | \$550 commitment

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	NEWSLETTER	EVENT VOUCHER
Company's name is featured at events, monthly website and newsletter communication, and announcements	1	—	—	—	3 # vouchers for non-members to attend any WTS Central PA event, excluding the Annual Gala

> SPONSORSHIP LEVELS & BENEFITS, CONTINUED

WBE/MBE/SBE/DBE | \$250 commitment

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	NEWSLETTER	EVENT VOUCHER
Company's name is featured at events, monthly website and newsletter communication, and announcements	—	—	—	—	2 # vouchers for non-members to attend any WTS Central PA event, excluding the Annual Gala

EDUCATIONAL PARTNER | \$250 commitment

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	NEWSLETTER	EVENT VOUCHER
Institution's name is featured at events, monthly website and newsletter communication, and announcements	1 educator (students are free)	—	—	Featured in the same manner as a combined Corporate Sponsor of the Month in newsletter and online	—

À LA CARTE OPPORTUNITIES

Add on to your sponsorship or commit to what works best for you.

\$100 One-time ad or article in the Chapter's monthly newsletter

\$50 Sponsor a book as part of our "Transporting Minds..." Program

\$TBD WTS Central PA Foundation donation, amount of your choosing
(Donations of \$100+ are announced in the monthly newsletter)



STAY TUNED! To help us celebrate our anniversary, we plan to roll out a number of special sponsorship opportunities in 2023. Be on the lookout for announcements about TYOU and event-specific sponsorships.

FOR ALL SPONSORS

- When shared by a Corporate Sponsor, WTS Central PA will include the sponsor's job postings in the Chapter's monthly newsletter. Sponsors can send job postings to Chapter Leadership or the Communications Chair at any time for inclusion in the newsletter.
- Corporate Membership(s) included as part of some sponsorships are nontransferable 30 days after sponsorship is processed.

The 2023 sponsorship application, payment, and process details are on the next page



We remain committed to expanding opportunities for members and sponsors alike. We believe corporate sponsorship should be mutually beneficial, and are open to sponsorship benefit suggestions and ideas. Please reach out if you would like to discuss corporate sponsorship in more detail.

CONTACT US Corporate Sponsorship Chair Denise Bologa, DBologa@GFNET.com
President Kelly Freeburger, kfreeburger@rkk.com

Company Name: _____

Contact Person: _____ Title: _____

Email: _____

Mailing Address: _____

Phone: _____

Is your company a W/M/S/DBE? Yes No

If yes, would you like us to include designation after company name in Chapter material when possible? Yes No

NEW Corporate Sponsorship
(Check one)

- Platinum (\$1800) Gold (\$1200) W/M/S/DBE (\$250)
Please provide a copy of your certification letter
- Silver (\$800)
- \$25 Anniversary Discount
= \$775 for new Silver Sponsors Cooper (\$550)

RENEWING Corporate Sponsorship
(Check one)

- Renew at current level: _____
- Change to: _____
If a Copper or W/M/S/DBE Sponsor graduating to Silver sponsorship, apply our \$25 Anniversary Discount (= \$775 for graduating Silver Sponsors)



À La Carte Sponsorship Options (Check all the apply)

Use to build your own corporate sponsorship package as it suits your organization -OR- use to add onto one of the pre-assembled packages (Gold, Copper, Silver, Platinum, W/M/S/DBE levels)

- \$100 – One-time marketing advertisement or article in an issue of WTS Central PA’s monthly newsletter.
- \$50 - Sponsor a book as part of our *Transporting Minds Towards a Bright Future, One Book at a Time Program*. Your company's name will be noted inside the book.
- \$ _____ - WTS Central PA Foundation direct donation, which supports Transportation YOU outreach and annually awarded scholarships for female high school and college/university students interested in pursuing STEM and transportation careers. (Donations of \$100 or more receive an announcement in the WTS Central PA newsletter.)

[!] Throughout the year, in continuing celebration of our 25th Anniversary, we plan to offer additional à la carte sponsorship opportunities. Stay tuned for future announcements for these event- and initiative-specific offers.

Your Input Matters. Suggest event topics/speakers for future WTS Central PA events:

To Become a 2023 Sponsor:

- 1. Send the completed application by email to Chapter Corporate Sponsorship Chair Denise Bologa at dbologa@GFNET.com.**
- 2. Mail payment to Chapter Treasurer Margaret Bradley:**
WTS Central Pennsylvania, Attn: Margaret Bradley, PO Box 434, Camp Hill, PA 17001
Make check payable to “WTS Central Pennsylvania Chapter”

For questions regarding Corporate Sponsorship, please contact Denise Bologa at dbologa@GFNET.com. Sponsorship commitments and applications are due by January 31, 2023; associated payment is to be received by March 1, 2023. WTS Central Pennsylvania is a non-profit 501(c)(3) – Please let us know if you require a receipt/proof of sponsorship for your records.