

2024



WTS Advancing women
Advancing transportation
> Central Pennsylvania

CORPORATE SPONSORSHIP PACKAGE

Your support directly impacts the valuable initiatives, programming, outreach, and mentorship that WTS Central PA remains committed. Please review the information within this package and consider being a 2024 Corporate Sponsor.



Dear Central Pennsylvania Industry Leaders

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 opportunities in 2024, 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. In this sponsorship package you will find details and benefits for each of our sponsorship levels and the 2024 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 2023, which included more than 20 technical and networking events, our second annual Transportation YOU STEAM Day event for female high school students, our second Family Fun Day fundraiser for the WTS Foundation, award of more than \$15,000 in scholarships, and continued support of more than 100 chapter members. We have been told by local industry leaders 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.

In past years, our chapter has placed 20% of your corporate sponsorship dollars into our Foundation account, where it is earmarked specifically for educational outreach and scholarships, helping us connect with, and support, young women considering a future in the transportation industry. To help grow our Foundation funds, we pledge to increase the amount to 25% this year.

Our commitment to awarding scholarships to deserving female high school and college students is a great source of pride for the chapter. To-date we have given nearly \$100,000 in scholarships! This would not be possible without our corporate sponsors.

While this year you will see an increase to the cost of sponsorship, primarily due to increase membership dues as set by WTS International, we are committed to using every dollar we receive in a way that benefits our members, our industry, and the next generation of Central PA transportation leaders.

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!

WTS Central Pennsylvania Leadership

Kelly Freeburger
PRESIDENT

Reshmi Lal
VICE PRESIDENT

Ashley Palmer
SECRETARY

Hannah Landvater
TREASURER



Visit our website!

**2024 Applications
Due Feb 29!**

**Payment Due
March 15**

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 February 29, 2024. 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 15, 2024.

Sponsorship checks can be made payable to **"WTS Central Pennsylvania Chapter"** and mail to:

WTS Central Pennsylvania
Attn: Hannah Landvater, Treasurer
PO Box 434
Camp Hill, PA 17011

We hope that you will be part of our future successes! For additional information or questions about our 2024 sponsorship opportunities, please reach out. We thank you in advance for your generous support.

Regards,

Denise Bologa

Denise Bologa

Denise L. Bologa, PE
WTS Central PA Corporate
Sponsorship Chair



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.

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 of 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.

The WTS Foundation supports Transportation YOU, a hands-on, interactive, mentoring program that introduces girls age 13-18 to a wide variety of transportation careers. In 2023, we celebrated our second all-day STEAM event co-hosted with PA Turnpike Commission's Women's Network and PennDOT District 8-0. A huge thank you to our Corporate Sponsors who provided additional funding for the event. We look forward to building upon this success in 2024 with our third STEAM Day and additional outreach efforts!

Thank You to our 2023 Corporate Sponsors

PLATINUM SPONSORS



GOLD SPONSORS

HNTB

SILVER SPONSORS

A.D. Marble
Arrow Land Solutions
Larson Design Group
McCormick Taylor

HDR
RK&K
Pennoni Associates, Inc.
SAI Consulting Engineers

Stantec Consulting Services
Urban Engineers, Inc.
WSP

COPPER SPONSORS

Drive Engineering
Greenman-Pedersen, Inc.
KCI Technologies, Inc.
Kittleson & Associates, Inc.

Mackin Engineering
Modjeski & Masters, Inc.
Remington & Vernick Engineers
Whitman, Requardt and Assoc.

LEVELS AND BENEFITS

SPONSORSHIP

25% OF ALL SPONSORSHIP goes to the WTS Central PA Foundation. The remainder of funds support WTS Central PA programs, conference attendance, operating costs, and unique opportunities offered throughout the year.

PLATINUM · \$2,200 commitment

RECOGNITION	MEMBERSHIPS (Professional Level)	ADVISORY BOARD	SPECIAL BENEFITS	MEDIA	EVENT VOUCHERS
Company's logo featured at: <ul style="list-style-type: none"> • monthly website • monthly newsletter communication • announcements • events 	4	2 members may serve on WTS Central PA Advisory Board	<ul style="list-style-type: none"> • 1 head table seat at sponsored events (<i>space permitting</i>) • 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 solo Corporate Sponsor of the Month: Monthly newsletter, website, social. (<i>essentially an ad</i>)	8 vouchers for non-members to attend WTS Central PA event (<i>excludes Annual Gala</i>)

GOLD · \$1,500 commitment

RECOGNITION	MEMBERSHIPS (Professional Level)	ADVISORY BOARD	SPECIAL BENEFITS	MEDIA	EVENT VOUCHERS
Company's logo featured at: <ul style="list-style-type: none"> • monthly website • monthly newsletter communication • announcements • events 	3	1 member may serve on WTS Central PA Advisory Board	—	Featured as solo Corporate Sponsor of the Month: Monthly newsletter, website, social. (<i>essentially an ad</i>)	6 vouchers for non-members to attend WTS Central PA event (<i>excludes Annual Gala</i>)

SILVER · \$1,000 commitment

RECOGNITION	MEMBERSHIPS (Professional Level)	ADVISORY BOARD	SPECIAL BENEFITS	MEDIA	EVENT VOUCHERS
Company's logo featured at: <ul style="list-style-type: none"> • monthly website • monthly newsletter communication • announcements • events 	2	—	—	Featured as Corporate Spotlight(s) of the Month in WTS newsletter with company logo hyperlinked directly to your website.	4 vouchers for non-members to attend WTS Central PA event (<i>excludes Annual Gala</i>)

COPPER · \$700 commitment

RECOGNITION	MEMBERSHIPS (Professional Level)	ADVISORY BOARD	SPECIAL BENEFITS	MEDIA	EVENT VOUCHER
Company's logo featured at: <ul style="list-style-type: none"> • monthly website • monthly newsletter communication • announcements • events 	1	—	—	—	3 vouchers for non-members to attend WTS Central PA event (<i>excludes Annual Gala</i>)

SPONSORSHIP

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.

WBE/MBE/SBE/DBE · \$250 commitment

RECOGNITION	MEMBERSHIPS	ADVISORY BOARD	SPECIAL BENEFITS	MEDIA	EVENT VOUCHERS
Company's logo featured at: <ul style="list-style-type: none"> • monthly website • monthly newsletter communication • announcements • events 	—	—	—	—	2 vouchers for non-members to attend WTS Central PA event (<i>excludes Annual Gala</i>)

EDUCATIONAL PARTNER · \$250 commitment

RECOGNITION	MEMBERSHIPS (Professional Level)	ADVISORY BOARD	SPECIAL BENEFITS	MEDIA	EVENT VOUCHERS
Institution's name featured at: <ul style="list-style-type: none"> • monthly website • monthly newsletter communication • announcements • events 	1 educator (students are free)	—	—	Featured as Corporate Spotlight(s) of the Month in WTS newsletter with company logo hyperlinked directly to your website.	—

How to Use an Event Vouchers. To use an event voucher, reach out to Denise Bologna or Chapter Leadership at least three days before the event registration closes. You will be provided with a one-time discount code to use to register for the event.

Let WTS Help Promote Job Postings. 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.

Transfer of Memberships. Corporate Membership(s) included as part of some sponsorships are nontransferable 30 days after sponsorship is processed.

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.

\$TBD WTS Central PA Foundation donation, amount of your choosing (Donations of \$100+ are announced in the monthly newsletter as part of our Corporate Sponsor Spotlights).

\$TBD Also, like last year, we also plan to offer event-specific and Transportation YOU sponsorship opportunities in 2024; stay tuned for more information.

Contact Us

Denise Bologna
CORPORATE SPONSORSHIP CHAIR
✉ DBologna@GFNET.com

Kelly Freeburger
PRESIDENT
✉ kfreeburger@rkk.com

2024 SPONSORSHIP

application, payment, and process details
See page 7

SPONSORSHIP

Examples of Media benefits to Corporate Sponsorship

PLATINUM SPONSOR GOLD SPONSOR

Featured as solo Corporate Sponsor of the Month in WTS newsletter and social media channels. Sponsor provides corporate write-up, which is posted on the WTS Central PA website which posted on WTS website and hyperlinked directly to your website! This information is used to create content for one social media post.

WTS Central Pennsylvania • You
Professional Organization at Professional Organization
5mo • 🌐

Our Corporate Sponsor of the Month is **NTM Engineering!** Thank you NTM for being a Platinum Sponsor of WTS Central PA, an advocate and sponsor since 2010.

NTM is more than an engineering firm with an award-winning team. Learn more about NTM: <https://lnkd.in/dWqRivd>

Platinum Sponsor of WTS Central PA SINCE 2010!

WTS Advancing women Advancing transportation Central Pennsylvania

SPONSOR OF THE MONTH...

NEWELL TERESKA & MACKAY ENGINEERING

WTS Central Pennsylvania • You
Professional Organization at Professional Organization
1mo • 🌐

Our PLATINUM Corporate Sponsor of the Month is **Michael Baker International.**

Michael Baker International, Inc. has been a Platinum Sponsor of WTS Central PA since 2007. Thank you for your longtime support of WTS Central PA!

Learn more about Michael Baker International: <https://lnkd.in/dWqRivd>

#partnership #sponsor #MichaelBaker #engineering

WTS Advancing women Advancing transportation Central Pennsylvania

SPONSOR OF THE MONTH: PLATINUM

Michael Baker INTERNATIONAL

Michael Baker International, Inc. , a leading provider of engineering and consulting services, including **DESIGN, PLANNING, ARCHITECTURAL, ENVIRONMENTAL, PUBLIC ENGAGEMENT, CONSTRUCTION MANAGEMENT, AND PROGRAM MANAGEMENT,** has been solving some of the world's most complex infrastructure challenges for more than 80 years with a legacy of expertise, experience, innovation, and integrity.



In 2023, Susquehanna Civil Inc. leveraged their WTS Central PA Platinum benefits to help roll out their brand refresh. They used the designated Sponsor of the Month, newsletter, and website space to help spread the news about their new look. Susquehanna Civil was even able to include a link to a video announcement within the chapter's material!

FOLLOW US
on social media



Company Name

Contact Person

Title

Email

Phone

Mailing Address

City

State

Zip Code

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

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

NEW CORPORATE SPONSORSHIP

Select your sponsorship level. This level is valid for one year.

Platinum: \$2,200

Gold: \$1,500

Silver: \$1,000

Copper: \$700

W/M/S/DBE: \$250

Educational Partner: \$250

RENEWING CORPORATE SPONSORSHIP

Select if you want to renew your sponsorship at the current level or update your sponsorship level. This level is valid for one year. Please renew/add your member names to be using the corporate sponsor slots matching your sponsorship level.

Renew at current level:

Change to:

LEVELS: Platinum: \$2,200 • Gold: \$1,500 • Silver: \$1,000
Copper: \$700 • W/M/S/DBE: \$250 • Educational Partner: \$250

New or Renewing	Name	Email

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 (Platinum, Gold, Silver, Copper, W/M/S/DBE, Educational Partner levels)

\$100 • One-time marketing advertisement or article in an issue of WTS Central PA's monthly newsletter

\$ • WTS Central PA Foundation direct donation, which supports Transportation YOU outreach and 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)

HOW TO BECOME A 2024 SPONSOR!



Email the completed application

to Denise Bologa, Chapter Corporate Sponsorship Chair.

dbologa@GFNET.com



Mail payment

to our Chapter Treasurer.

WTS Central Pennsylvania
Attn: Hannah Landvater
PO Box 434, Camp Hill, PA 17001

Make check payable to:
WTS Central PA Chapter



For questions

regarding Corporate sponsorship, please contact Denise Bologa.

dbologa@GFNET.com

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March 15