



# WTS Charlotte Metro Chapter



## 2025 Corporate Sponsorship Program



**Educating**



**Networking**



**Supporting**



# WTS Charlotte Metro Chapter

Dear Partners,

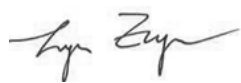
Since 2007, the WTS Charlotte Metro Chapter has been recognized for bringing the most relevant and key transportation-related topics to the Charlotte Metro area, providing networking opportunities with key industry players, educating tomorrow's leaders, assisting deserving college students with WTS scholarships on the local and national level, as well as encouraging high school and middle school girls to pursue careers in the transportation industry. Our goal is to build on our success and enhance opportunities to further advance women in the transportation industry in NC in the 2025 calendar year. Much of our success has been possible due to the strong and continued support we receive from NC transportation agencies and companies.

Our WTS Charlotte Metro Chapter Corporate Sponsorship opportunity offers multiple partnership levels with a variety of benefits to the sponsoring companies/agencies. Your partnership will allow WTS to continue:

- Providing WTS programs, special events, and professional development programs with the benefit of PE and AICP continuing credits for your employees
- Supporting undergraduate, graduate, and high school students through the WTS Scholarship program- Furthering our development of middle- and high-school-aged girls through the Transportation YOU program and partnerships with local organizations
- Creating opportunities for the advancement of women and the advancement of transportation through strategic marketing and networking opportunities.

We invite you to take advantage of this opportunity to support and strengthen your local WTS Chapter, while creating value and positive exposure for your business. Your firm will be recognized as an integral partner in transforming the transportation industry through the advancement of women.

We consider supporting the WTS Charlotte Metro Chapter!



Lyuba Zuyeva  
President



Mariate Echeverry  
Corporate Sponsorship Chair



**WTS is an inclusive organization. We encourage transportation professionals, regardless of gender, to join and attend our programs. WTS Charlotte Metro is a place of support, a resource for professional development, and a strong network of professionals that is beneficial**





# Our Programs and Activities

**Corporate Sponsorships are very important for our chapter to continue hosting educational and networking events to support our members' growth.**

Every year our chapter hosts a variety of events offering many opportunities for networking, learning and mentoring. In 2024, we proudly offered:

- 5 Education Programming Events
- 1 Signature Event—Fall Mini-Series
- 2 Social Networking Events
- In 2024, our Chapter brought back the Mochas and Mentoring event which provides an opportunity to match young professionals with experts in the field to help them advance their careers in transportation. We hosted 2 Mochas and Mentoring sessions.

We're excited about what 2025 has in store for us. Though we are still in the planning stages, a few highlights from next year's event schedule include:

- Our Signature Event, the Fall Mini-Series
- 4 Educational Programming Events
- 2 Social Networking Events
- 4 Mochas and Mentoring Sessions



## Supporting the Future of Transportation



The WTS Charlotte Metro Chapter of WTS awards scholarships to women who are pursuing, or plan to pursue, careers in transportation. The scholarships are competitive and based on the applicant's specific transportation goals, academic record and transportation-related activities or job skills. The Charlotte Metro Chapter of WTS solicits applications from across the region, nominates local women to complete on the national level, and provides local scholarships to top scoring applicants. Since 2010, the Chapter has provided over \$20,000 in local scholarships to support our next generation of transportation leaders!



# Corporate Sponsorship

Our corporate sponsors support us in our commitment to continue advancing our mission through technical programs, in-person and virtual workshops and social events to bring together the local transportation community, generate interest in WTS membership, and advance the transportation industry.

Both members and non-members benefit from the outreach and opportunities presented by WTS Charlotte Metro.

Now's the best time to renew or begin your partnership with the WTS Charlotte Metro Chapter!

We hope you will consider a corporate sponsorship of our Chapter. Becoming a Corporate Sponsor of WTS is a wonderful way to support the important work of the organization and enhance the growth and experience of your firm's professionals. Corporate Sponsors have the opportunity to be a part of our active, international organization that is changing the transportation industry.

**With your sponsorship help to advance the transportation industry and the professional women who lead it both now and into the future!**

## 2024 Board of Directors



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**Mariate Echeverry**  
Corporate Sponsorship  
Chair  
mariate.echeverry@kirmley-horn.com

# THANK YOU TO OUR 2024 CORPORATE SPONSORS

## Platinum

The logo for HNTB, featuring the letters 'HNTB' in a bold, black, sans-serif font. The letter 'H' has a small orange square on its top-left corner.The logo for RS&H, featuring the letters 'RS&H' in a bold, blue, sans-serif font.

## Gold

The logo for HDR, featuring the letters 'HDR' in a bold, black, sans-serif font.The logo for stv, featuring the letters 'stv' in a bold, black, sans-serif font, with a small red triangle to the right of the 'v'.

## Silver





# Sponsorship Benefits

Our annual benefits include tickets to WTS Charlotte Metro programs, including the Annual Event; publicity through our emails, signage, and our website. The specific benefits by sponsorship level are described in the Benefits Summary.

As a Corporate Sponsor, we strongly encourage you and your staff to participate in Chapter activities/ events. We hope that as our Corporate Sponsor, you will promote membership and active involvement throughout your organization. Your investment in WTS will enhance our success and ensure that your company is seen as a partner within the transportation community. You can find more information about our chapter at this link: [WTS Charlotte Metro Chapter](#).

Sponsorship Level	Platinum	Gold	Silver
<b>Corporate Price</b>	\$2,000	\$1,500	\$1,000
<b>Small Business/DBE Price</b>	\$1,000	\$750	\$500
Firm name and logo on WTS website	✓	✓	-
Firm promotion at all WTS meetings and functions	✓	✓	✓
Firm name and logo on WTS event programs	✓	✓	✓
Firm will be recognized on WTS Charlotte Metro Chapter's social media accounts	✓	✓	-
Complimentary tickets to WTS Fall Mini-Series	2	1	-
Opportunity for sponsoring firm to be highlighted at WTS Fall Mini-Series	✓	-	-





# 2025 Sponsorship Commitment Charlotte Metro Chapter

**Yes, I will support women in the transportation industry in North Carolina in 2025!**

Please use our company's sponsorship to:

- Shape transportation policies and decisions in North Carolina through access to high-level transportation professionals and elected officials
- Provide WTS programs, special events, and professional development programs
- Sponsor undergraduate and graduate students through the WTS Scholarship Program
- Further mentorship of middle and high School aged girls through the Transportation YOU program
- Create opportunities for to advance women in the transportation industry through strategic marketing and networking opportunities.

Please provide the information below for our sponsorship program records. Once your commitment form is received, WTS-Charlotte Metro Chapter will send an invoice with payment due by February 23, 2024.

Firm Name:	
Firm Contact:	
E-mail Address:	
Phone Number:	
Mailing Address:	

## Please select sponsorship level

Corporate Platinum \$2,000

Corporate Gold \$1,500

Corporate Silver \$1,000

Small Business or DBE Platinum

Small Business or DBE Gold

Small Business or DBE Silver

**Please e-mail your completed form to:**  
mariate.echeverry@kimley-horn.com

**Please make checks payable to:**  
WTS Charlotte Metro Chapter

**Send checks to:**  
WTS Charlotte Metro  
601 S Kings Dr., Suite F-213  
Charlotte, NC 28204

Contact **Mariate Echeverry** at **828-989-7904** or **mariate.echeverry@kimley-horn.com** if you have any sponsorship questions or would like to discuss our partnership program or payment options.

**We appreciate your support of WTS-Charlotte Metro Chapter and the advancement of women in the transportation industry in the Charlotte Metro Region!**