



# 2025 CONFERENCE SPONSORSHIPS



# WHY SPONSOR?

Join WTS International May 7-9th in Toronto, Canada for our Annual Conference. This event brings together transportation professionals from across North America to discuss topics under the 2025 theme of: **The WTS Mosaic: Mobility + Momentum**

The WTS International Annual Conference provides sponsors with:

- Excellent exposure to over 1,000 transportation executives and professionals in both the public and private sector
- Connections to and with transportation leaders and professionals
- Visibility in front of WTS International's audience and members
- Opportunity to strengthen your company's image by investing in the workforce, the advancement of women, and the advancement of transportation
- A chance to engage with your target audience and prospective customers
- Valuable insights such as newest industry trends and marketing strategies

**#WTSAC2025**

**1,257**

**ATTENDEES IN 2024**

**1,118**

**ATTENDEES IN 2023**

**31%**

**public sector attendance  
including US Department  
of Transportation  
Administrators & career staff**

**OVER**

**30** breakout sessions &  
**5** plenary sessions, workshops,  
and roundtables



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## Categories:

[Premier Diamond Sponsorships](#) of our most sought-after sessions and branding opportunities

[Platinum Sponsorships](#) of our most widely attended social events

[Gold Sponsorships](#) of our exclusive programming, services, and photobooths

[Silver Sponsorships](#) of our Plenary Session, hotel keycards, and conference app

[Bronze Sponsorships](#) of our Gala activities, Executive Member Event, and our Exhibit Hall Mix N' Mingle

[Promotional Sponsorships](#) of conference breaks, tours, and exhibit booths, and special sponsorship for our small businesses



# PREMIER SPONSORSHIP OPPORTUNITIES

Premier sponsorship opportunities, our Diamond Level Sponsorships, provide an opportunity to highlight your support and commitment to the WTS mission with high-level visibility at key events, opportunities to speak to attendees through a welcome at the event, and a pre-event email.



#WTSAC2025



# KEYNOTE \$40,000 **SOLD**

**Be the exclusive sponsor of the keynote session, the most highly attended plenary session of the conference, and welcome and introduce the 2025 WTS Keynote Speaker.**

- Welcome attendees to the session and introduce Keynote Speaker
- Sponsor logo included in event registration website as Premier Diamond Level Sponsor
- Company name included in title of session ("Keynote sponsored by Your Company")
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Premier Sponsor in each Daily email sent to all participants during the event
- Opportunity to meet keynote speaker at the event
- Two pre-event social media posts acknowledging sponsorship
- Two push notifications sent within the mobile app during the event



# AWARDS GALA \$40,000 **SOLD**

**Be the exclusive sponsor of the WTS Awards and Scholarships Gala program at The Rebel, where WTS Annual Awards and Scholarships are presented to over 18 deserving recipients.**

- Welcome attendees to the Gala
- Sponsor logo included in event registration website as Premier Diamond Level Sponsor
- Company name included in title of session ("Awards Gala sponsored by Your Company")
- One reserved table at event (reserved table for pre-registered guests)
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Premier Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship
- Two push notifications sent within the mobile app during the event





# REGISTRATION & TOTES \$40,000

**Be the exclusive sponsor of the WTS Conference Registration Area, including the registration counter and conference bags, leaving a lasting first impression to all conference attendees.**

- Includes signage and welcome at conference registration and includes conference bags
- Sponsor logo included in event registration website as Premier Diamond Level Sponsor
- Sponsor logo and name displayed on registration counter panels throughout the entire conference
- Sponsor logo displayed on conference bags seen and used by all event attendees
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Premier Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship
- Two push notifications sent within the mobile app during the event



# PLATINUM SPONSORSHIP OPPORTUNITIES

Platinum Level Sponsorships provide an opportunity to highlight your support and commitment to the WTS mission with high-level visibility at our most widely attended networking receptions and events during the conference.



**#WTSAC2025**



# WELCOME RECEPTION \$25,000 ON HOLD

Be the exclusive sponsor of the kick-off event of the Annual Conference, the Welcome Reception.

- Welcome all attendees to our opening welcome reception
- Sponsor included in the title of the session (ex: Welcome Reception sponsored by Your Company)
- Sponsor logo included in event registration website as Platinum Level Sponsor
- Five (5) complimentary tickets to the Welcome Reception for those not attending the conference
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Platinum Sponsor in each Daily email sent to all participants during the event
- One pre-event social media posts acknowledging sponsorship
- One push notification sent within the mobile app during the event



# BLUE RIBBON RECEPTION \$25,000 **SOLD**

Be the exclusive sponsor of our Blue-Ribbon Host Committee Reception, an invitation-only reception that welcomes close to 250 transportation executives across the region and nationally.

- Welcome all attendees to the Blue-Ribbon reception
- Company logo on event invitations
- Sponsor included in the title of the session (ex: Blue Ribbon Reception sponsored by Your Company)
- Sponsor logo included in event registration website as Platinum Level Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Platinum Sponsor in each Daily email sent to all participants during the event





# CLOSING RECEPTION \$25,000

Be the exclusive partner of the 2025 Annual Conference Closing Reception. This opportunity ends #WTSAC2025 with a final celebration of Toronto, and previews the 2026 Conference in Los Angeles, CA

- Welcome all attendees to the Closing reception
- Sponsor logo included in event registration website as Platinum Level Sponsor
- Five (5) complimentary tickets to the Closing Reception
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Platinum Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event



# ENTERTAINMENT \$25,000

Bring the momentum of Toronto to the Annual Conference as our 2025 Entertainment Sponsor.

- Support the **Opening Ceremony, Welcome Reception, and Gala** as the Entertainment Sponsor
- Includes signage flanking entertainment throughout the three receptions
- Recognition by entertainment during each event
- Sponsor logo included in event registration website as Platinum Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Platinum Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship
- One push notifications sent within the mobile app during the event





# GOLD SPONSORSHIP OPPORTUNITIES

Gold Level Sponsorships provide an opportunity to highlight your support and commitment to the WTS mission with high-level visibility during select conference events including our exclusive roundtables, our childcare services, and at high-traffic networking receptions through our photo booths.



#WTSAC2025

# ROUNDTABLE \$20,000 ON HOLD

Support our Executive and Women Business Owners as our exclusive Roundtable Sponsor.

Welcome attendees to the Executive Women's and Women Business Owners Roundtables

- Sponsor included in the title of the session (ex: Roundtable sponsored by Your Company)
- Sponsor logo included in event registration website as Gold Level Sponsor
- One (1) seat to female Executive within sponsorship company for the Executive Women's Roundtable
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship





# ROUNDTABLE RECEPTION \$20,000

**Support Executive and Women Business Owners as our exclusive Roundtable Reception Sponsor.**

- Welcome attendees to the reception
- Sponsor logo included in event registration website as Gold Sponsor
- Conference Sponsorship Signage
- One (1) seat to female Executive within sponsorship company for the Executive Women's Roundtable
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship



# GRAND BALLROOM \$20,000 SOLD

Be the exclusive sponsor of the Grand Ballroom and be the brand every attendee sees as they attend main stage sessions and plenary panels.

- Sponsor's name and logo displayed on entrance walls seen by all attendees as they enter the Ballroom
- Sponsor logo included in event registration website as Gold Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship
- Two push notifications sent within the mobile app during the conference





# CONFERENCE PHOTO BOOTH \$20,000

Photo booths are the highlight of any reception! All guests in attendance walk away with a printed photo keepsake containing your company's logo, slogan, website, or more.

- Sponsor's name and logo displayed on the photo booth and seen by all event attendees
- Sponsor's name and logo printed on photos provided to attendees
- Sponsor logo included in event registration website as Gold Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event
- Two pre-event social media posts acknowledging sponsorship
- Two push notifications sent within the mobile app during the event



# CONFERENCE BADGE & LANYARDS \$20,000

**Be a visible presence at the WTS Conference by getting your logo on the badge holder and lanyard worn by every attendee throughout the event.**

**SOLD**

- Sponsor logo displayed on lanyards and badges worn by all event attendees
- Brand recognition during the entire conference
- Exposure throughout the entire conference
- Sponsor's name and logo on event promotional materials
- Sponsor's name in email newsletters and social media posts
- Sponsor logo included in event registration website as Gold Sponsor
- Conference Sponsorship Signage
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event





# HOTEL ELEVATOR \$20,000 ON HOLD

Put your company name and message in front of #WTSAC2025 attendees with our Hotel Elevator package. Sponsorship includes signage on all shown areas of the elevators.

- South Tower - 5 elevators (10 doors)
- Sponsor's name and logo displayed on elevator doors (outside elevator only). Artwork to be designed by sponsoring company with WTS approval
- Sponsor logo included in event registration website as Gold Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event

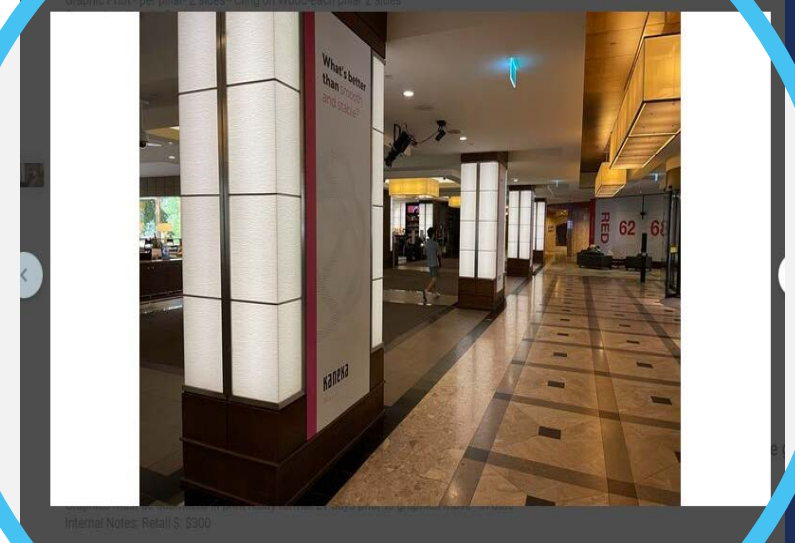


# HOTEL ENTRANCE BRANDING

## \$20,000

**Put your company name and message in front of #WTSAC2025 attendees with this package.**

- Sponsor's name and logo displayed **on entry lobby pillars**. Artwork to be designed by sponsoring company with WTS approval
- Sponsor logo included in event registration website as Gold Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Gold Sponsor in each Daily email sent to all participants during the event





# SILVER SPONSORSHIP OPPORTUNITIES

Silver Level Sponsorships provide an opportunity to highlight your support and commitment to the WTS mission with high-level visibility during select conference events including our highly attended Plenary Sessions, visibility on the conference website and mobile app, and hotel key cards.



#WTSAC2025

# PLENARY \$15,000 (2 Available)

**Sponsor one of four mainstage Plenary Sessions, our most engaging sessions of the full conference.**

- Welcome attendees to the session and introduce moderator
- Company name included in title of session ("Plenary sponsored by Your Company")
- Sponsor logo included in event registration website as Silver Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Silver Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event



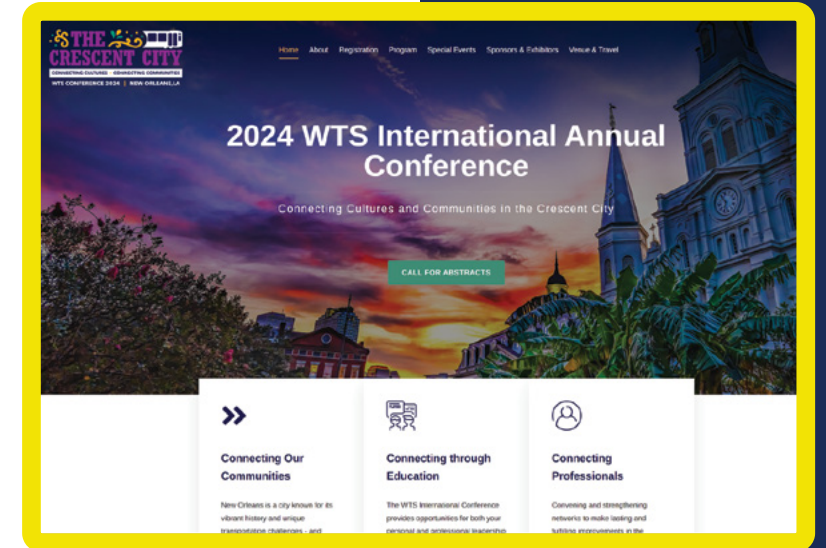


# CONFERENCE WEBSITE & APP \$15,000

Put your company's name and message in front of all attendees before on-site activities even begin as our website and app sponsor.

## ON HOLD

- Sponsor logo included in event registration website as Silver Sponsor
- Sponsor logo included in conference app as app sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Silver Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event





# HOTEL KEY CARDS \$15,000 **SOLD**

**Be the first message WTS conference attendees receive with our Hotel Key Card sponsorship.**

- Sponsor's name and logo displayed on hotel key cards given to all attendees at the Westin Harbour Castle. Sponsor to design one-sided graphic with WTS approval.
- Sponsor logo included in event registration website as Silver Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Silver Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship



# BRONZE SPONSORSHIP OPPORTUNITIES

Bronze Level Sponsorships provide an opportunity to highlight your support and commitment to the WTS mission with high-level visibility at our exclusive Executive Member event, widely attended networking reception, WTS Talks and Workshops and events during the conference.

A nighttime photograph of a city street intersection. The scene is illuminated by streetlights and building lights, creating a vibrant urban atmosphere. Light trails from moving vehicles are visible in the foreground. A multi-story building with a 'Rexall' store on the ground floor is prominent on the left. Other buildings and traffic lights are visible in the background.

**#WTSAC2025**



# EXECUTIVE MEMBER EVENT \$10,000

Highlight your brand in front of key decision makers: WTS Executive Members. **ON HOLD**

- Welcome attendees to the session and introduce moderator
- Company name included in title of session ("Executive Member Event sponsored by Your Company")
- Sponsor logo included in event registration website as Bronze Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Bronze Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship





# MIX N' MINGLE \$10,000 **SOLD**

Showcase your company as the exclusive sponsor of the Mix N' Mingle, and network directly with #WTSAC2025 attendees.

- Sponsor included in the title of the session (ex: Mix N' Mingle sponsored by Your Company)
- Sponsor logo included in event registration website as Bronze Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Bronze Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event



# WTS TALKS \$10,000 ON HOLD

**WTS Talks are packed rooms – the WTS version of “Ted Talks” that highlight innovation and leadership ideas.**

- Brand recognition during each Talks session
- Sponsor logo included in event registration website as Bronze Sponsor
- Conference Sponsorship Signage
- Sponsor’s name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Bronze Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event



# PROFESSIONAL DEVELOPMENT WORKSHOP \$10,000

## ON HOLD

Conference attendees learn valuable skills to advance their careers during (2) 3-hour sessions with industry experts. As the sponsor, you are invited to attend the workshop, deliver brief welcome remarks, and provide WTS with company literature to distribute on tables prior to the start of the session.

- Welcome remarks to session attendees
- Two (2) tickets to a Professional Development Session
- Sponsor logo included in event registration website as Bronze Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Bronze Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event





# GALA PHOTO BOOTH \$10,000 **SOLD**

Photo booths are the highlight of any reception! All guests in attendance of the Gala walk away with a printed photo keepsake containing your company's logo, slogan, website, or more.

- Sponsor's name and logo displayed on the photo booth seen by all Gala attendees
- Sponsor's name and logo printed on photos provided to Gala attendees
- Sponsor logo included in event registration website as Bronze Sponsor
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials
- Recognition of Official Presenter of the Conference from WTS President & CEO
- Inclusion of one (1) bag insert or promotional item in Conference bag
- Banner ad in mobile app
- Company listed as a Bronze Sponsor in each Daily email sent to all participants during the event
- One pre-event social media post acknowledging sponsorship
- One push notification sent within the mobile app during the event



# PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Promotion Sponsorships provide an opportunity to highlight your support and commitment to the WTS mission with high-level visibility during select conference events.



**#WTSAC2025**



# COFFEE BREAK \$7,500

**Drive traffic to your booth or organization's website by sponsoring our early morning or mid-afternoon coffee breaks!**

- 3 Available
- Sponsor's name and logo displayed during coffee breaks throughout the conference
- Opportunity to supply promotional item at coffee break (item provided by sponsor upon WTS International approval)
- Sponsor logo included in event registration website
- Brand recognition during the entire session
- Sponsor's name and logo on event promotional materials
- Breaks are available in between sessions and will feature your company logo and booth number (if applicable)





# CHARGING STATION \$7,500

**Keep WTS attendees charged!**

**Each station will be placed in a high-traffic area and come equipped with multiple charging ports and with space for your company to brand with a logo, graphics, or video.**

- Sponsor logo included in event registration website
- Conference Sponsorship Signage
- Exposure throughout the entire conference
- Sponsor's name and logo on event promotional materials



# WOMEN BUSINESS OWNER BREAKFAST \$5,000

**Support women owned businesses as the Breakfast sponsor for the Business Owners Roundtable.**

- Sponsor included in the title of the session (ex: Women Business Owner Breakfast sponsored by Your Company)
- Sponsor logo included in event registration website
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials



# CONFERENCE BAG ITEM \$3,500

Take your message directly to all WTS conference attendees by placing your custom mail piece, product brochure, specialized invitation, or unique giveaway in each registration bag!

- Sponsor to provide WTS with item to be inserted into conference bag
- Sponsor logo included in event registration website





# EXHIBIT BOOTH \$3,000

Join us at the WTS Exhibit Hall! Enhance your visibility to attendees and grow your business by sponsoring an Exhibit Booth. Exhibitors and sponsors are encouraged to be educational, communicative and informative.

- Dedicated exhibit booth hours to drive traffic
- Visibility to all 1000+ conference attendees
- 10 x 10 ft exhibit space provided with 3 ft side rail, 8 ft back drape, 6' skirted table, 2 side chairs, and wastebasket
- 7"x44" one-line identification sign
- Sponsor logo included on event registration website
- Sponsor logo included on event mobile app
- Opportunity to showcase company initiatives
- Lift your brand and extend your message to the entire WTS Community
- Exposure throughout the entire conference
- Sponsor's name and logo on event promotional materials

*Please note, exhibit space does not include conference registration.*



# TOUR SPONSOR \$2,500

**Create a buzz about your organization before the WTS International Conference even begins - be a featured sponsor for the Toronto Technical Tours!**

- 10 Available
- Sponsorship includes all tours, not one specific tour
- One (1) ticket to tour of your choice (if available)
- Sponsor logo included in event registration website
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials

*Find more information on each tour on our 2025 WTS international Conference Website.*

*Please note that tours are scheduled on Tuesday, Wednesday prior to and Friday following the WTSI conference.*



# DBE/SMALL BUSINESS SPONSORSHIP \$1,500

**Are you a DBE/ Small Business Owner? Support the conference as a DBE/ Small Business Sponsor.**

- Support WTS as a DBE/ Small Business Sponsor. This sponsorship includes specific recognition at the pre-reception during the WTS Awards and Scholarship Gala.
- Company name and brief company bio listed in WTS Awards and Scholarship Gala program
- Opportunity to place company banner in reception area at the WTS Awards and Scholarship Gala program
- Recognition from President & CEO during WTS Awards and Scholarship Gala program
- Sponsor logo included in event registration website
- Conference Sponsorship Signage
- Sponsor's name and logo on event promotional materials







Advancing women  
Advancing transportation



WTS INTERNATIONAL

# ATTRACT. SUSTAIN. CONNECT. ADVANCE

Interested in sponsoring the 2025 WTS International Annual Conference in Toronto, or other event and Corporate Partner opportunities?

Contact Alyssa Carlson | [alyssa@wtsinternational.org](mailto:alyssa@wtsinternational.org)

