

Sponsorship Proposal



An Automotive Women's Retreat
co-hosted by AWiA and MWACA

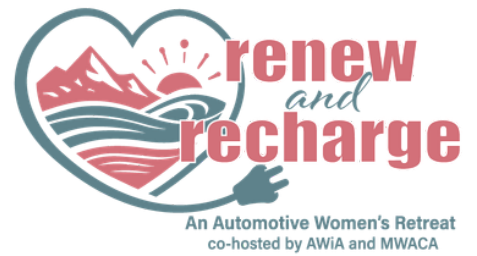


Gatlinburg, Tennessee

June 11-14, 2026

Hosted by





About the Retreat

Renew & Recharge is an immersive, industry exclusive experience designed for women across the automotive industry to step away from the grind and reconnect—with themselves, each other, and their purpose.

Set in the Smoky Mountains, this four-day retreat blends reflection, meaningful connection, leadership development, and rest. Our attendees range from shop owners and operators to service writers, technicians, and parts supplier professionals. What they share is influence, ambition, and a commitment to growing personally and professionally.

This is not a trade show. This is not a sales floor. This is where relationships are built—and brands are remembered.

Our Audience

- Women business owners & operators in automotive
 - Service writers & managers
 - Technicians
 - Parts suppliers & industry partners

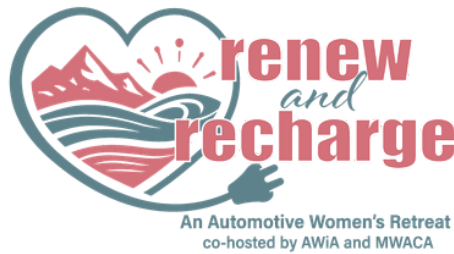
Why this matters: These women are decision-makers, culture-setters, and trusted voices within their organizations and communities.

Why Sponsor

- Sponsoring Renew & Recharge aligns your brand with:
- Leadership & empowerment in a traditionally male-dominated industry
 - Authentic connection, not transactional marketing
 - A highly engaged, loyal, and influential audience



Sponsorship Packages



Your brand won't be one logo among hundreds—it will be intentionally showcased, thoughtfully integrated, and genuinely appreciated.

Final Night Dinner

\$3,000

This is a legacy moment—your brand becomes part of the memory.

Premium, High-Impact Opportunity

The final night dinner is the emotional and symbolic close of the retreat—a shared meal celebrating growth, vulnerability, and connection.

Sponsor Benefits: - Exclusive recognition as Final Night Dinner Sponsor - Brand recognition during dinner remarks - Logo placement on retreat signage and materials - Opportunity to include a branded item or message at each place setting - Recognition across AWiA & MWACA digital platforms



ROI Snapshot: - Association with the retreat's most meaningful, memorable moment - Direct alignment with leadership, appreciation, and celebration - Deep emotional brand recall long after the event ends

Welcome Charcuterie & Wine Sponsor

\$800

First impressions matter—and this one is delicious.

Set the tone for the entire retreat with a relaxed, elegant welcome experience

Sponsor Benefits: - Exclusive recognition as Welcome Charcuterie & Wine Sponsor - Brand recognition during welcome remarks - Logo placement on retreat signage and materials - Recognition across AWiA & MWACA digital platforms



ROI Snapshot: - Immediate brand visibility at the highest-energy moment of the retreat - Strong first-impression association with warmth and generosity - Early relationship-building with attendees

Coffee Bar

\$800

Because great ideas usually start with coffee.

Fuel meaningful conversations and early-morning connections—each morning of the retreat.

Sponsor Benefits: - Exclusive recognition as Coffee Bar Sponsor - Logo placement on retreat signage each morning - Brand recognition in retreat materials - Recognition across AWiA & MWACA digital platforms



ROI Snapshot: - High-frequency visibility across all retreat days - Repeated, positive brand touchpoints during peak engagement times - Strong brand association with hospitality, care, and community

T-Shirt

\$800

This isn't a free tee—it's a badge of belonging.

Wearable visibility that extends far beyond the mountains.

Sponsor Benefits: - Logo placement on official retreat t-shirt - Exposure during retreat activities and beyond - Brand recognition in promotional materials

ROI Snapshot: - Long-term brand exposure beyond the retreat weekend - Organic visibility through social media and daily wear - Cost-effective impressions with extended lifespan



Welcome Bag

\$800

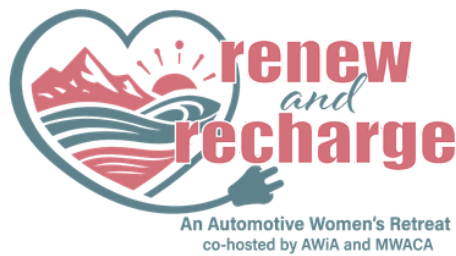
Your brand is part of the welcome.

A tangible first impression that sets the tone for the weekend.

Sponsor Benefits: - Logo placement on retreat tote and/or inside goodie bags - Opportunity to include branded items or literature - Brand recognition in retreat materials

ROI Snapshot: - Guaranteed hands-on interaction with your brand - Repeated exposure throughout the retreat - Strong association with generosity and value

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Retreat Sponsor

\$500

4 Spots Available

Perfect for partners who want to support the mission without sponsoring a specific activity.

Sponsor Benefits: - Recognition as Retreat Sponsor- Logo placement on retreat signage and materials - Recognition across AWiA & MWACA digital platforms

ROI Snapshot: - Visible alignment with women-led leadership and empowerment - Exposure to influential automotive professionals - Positive brand association with community impact

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Sold!

Wellness Sponsor

\$1,500

Because strong leaders need space to breathe.

Support a guided wellness activity designed to help attendees reset, recharge, and reconnect.

Sponsor Benefits: - Exclusive recognition as Wellness Experience Sponsor - Verbal recognition during the wellness session - Logo placement on retreat signage and materials - Recognition across AWiA & MWACA digital platforms

ROI Snapshot: - High emotional connection through shared wellness experience - Brand association with care, balance, and well-being - Premium visibility during a highly impactful retreat moment

sponsored by



Sold!

Journal Sponsor

\$500

Where insights become action.

Provide each attendee with a dedicated space for reflection, goal-setting, and personal breakthroughs.

Sponsor Benefits: - Exclusive recognition as Journal Sponsor - Logo placement on or inside retreat journals - Brand recognition in retreat materials

ROI Snapshot: - Daily engagement as attendees use journals throughout the retreat-Strong alignment with personal growth and intentional leadership - Long-lasting brand visibility beyond the event

sponsored by



Sold!

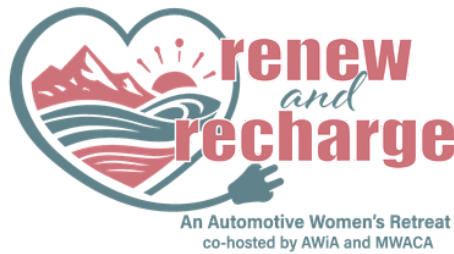
Custom Sponsorships

Have a creative idea?

We're open to collaborating on custom sponsorship opportunities that align with your brand and our mission.



Sponsorship Packages



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Photography Sponsor

\$1,500

Because memories deserve to be captured.

Help capture the retreat through professional photography shared with attendees and across digital platforms.

Sponsor Benefits: - Exclusive recognition as Photography Sponsor - Logo placement on select shared retreat photos - Brand recognition in retreat materials and post-event communications

ROI Snapshot: - Ongoing brand exposure through retreat photos and social sharing - Visual storytelling tied to your brand - Extended reach long after the retreat concludes

Creative Experience

\$800

Connection happens when creativity flows

Sponsor a hands-on creative activity that encourages connection, fun, and self-expression.

Sponsor Benefits: - Exclusive recognition as Creative Experience Sponsor - Verbal recognition during the activity - Logo placement on retreat signage and materials

ROI Snapshot: - Positive brand association with creativity and connection - High participant engagement - Memorable shared experience tied directly to your brand

Let's Partner!

Sponsorship opportunities are limited to maintain the integrity and intimacy of the retreat.

If you're ready to support women who lead, build, fix, manage, and innovate—this is your invitation.



See event registration info at link.mwaca.org/womensretreat



Want to sponsor?

Contact us

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