



WOMEN IN AUTOMOTIVE  
CONFERENCE



# Sponsorship Package

March 8th, 2025



# ABOUT US

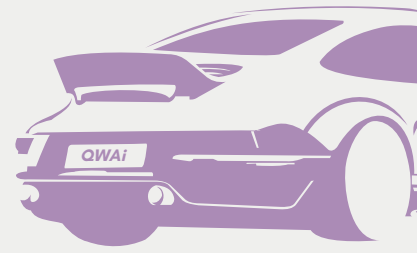
The Queen's Women in Automotive and Motorsport Industry Conference (QWAI) was developed to empower students with one main goal: **to be a part of the next generation of female engineers and businesswomen in the automotive and motorsport industries.**

## The conference

The one-day conference held on **March 8th, 2025**, in **Kingston, Ontario** is an opportunity for speakers and sponsors to network, learn and share their experiences and expertise with a group of passionate delegates. The conference will include 3 guest speakers who have experience in all corners of the industry, as well as workshops that focus on resume building, interview preparation, and building applicable technical skills. Following the success of our 2024 event, which saw 50 delegates, 17 professional guests, 3 speakers, and 2 workshops, we are anticipating an even larger turnout this year. Featured sponsors included Hatch, Magna, and FEL Motorsports, as well as local Kingston businesses. Attending delegates were provided with career advice, gift bags, and were entered into giveaways aimed to motivate women considering motorsport careers. Prizes included Toronto Indy tickets, motorcycle licensing courses, and a one-day Technical Inspection Assistant role at FEL Motorsports.

This year, we hope to expand on our past successes, with delegates leaving the conference feeling properly equipped and empowered to start their journey towards a career within these industries. Additionally, we hope speakers and sponsors leave the conference feeling that they have positively impacted the careers of young women heading into the automotive and motorsport industries.

# WHY SHOULD YOU SUPPORT US



To enhance female participation in motorsport and automotive fields, it's essential to provide strong support and encouragement starting at the university level. The competitiveness and prestige of these industries can be intimidating for young engineers and businesswomen who may lack the necessary resources and information. QWAI is dedicated to equipping students with both interpersonal and technical skills to build their confidence and knowledge.

By connecting passionate students with experienced professionals and innovative companies, we aim to create a valuable network. As a sponsor, you will gain access to enthusiastic and knowledgeable students while fostering a strong relationship with Queen's University.

Additionally, sponsorship offers unique marketing opportunities within the campus community and beyond, allowing your brand to engage directly with the next generation of female leaders in automotive and motorsport. We invite you to explore the sponsorship details below and discover how you can be part of this transformative journey.

**CONTACT US - [qwai@engsoc.queensu.ca](mailto:qwai@engsoc.queensu.ca)**



**Jaime Smith**, Sponsorship Coordinator



**Anvita Akkineni**, Sponsorship Coordinator



**Madison O'Brien**, Co-Chair



**Grace Ryde**, Co-Chair

# SPONSORSHIP DETAILS

Logo featured on social media, website and marketing  
Logo on all conference merchandise  
Opportunity to provide goods to be included in delegate bags  
2 additional tickets for attendance at premium table\*

**P3**  
**\$500**



Logo featured on social media, website and marketing  
Logo on all conference merchandise  
Opportunity to provide goods to be included in delegate bags  
3 additional tickets for attendance at premium table\*  
Access to resume book  
Opportunity to provide donated gift for giveaway

**P2**  
**\$2000**

Logo featured on social media, website and marketing  
Logo on all conference merchandise  
Opportunity to provide goods to be included in delegate bags  
3 additional tickets for attendance at premium table\*

Access to resume book  
Opportunity to provide donated gift for giveaway  
Workshop / Speaker opportunities  
Primary sponsorship table

**P1**  
**\$5000+**

\*hotel rooms not included.

On behalf of the entire QWAI Executive Team, **thank you for your interest in our mission** as we invite you to play a significant role in the success of our conference. We look forward to discussing the implementation of a mutually beneficial partnership that would maximize the value of your contribution. **If you have any further questions, please do not hesitate to reach out to our Co-Chairs, Madison O'Brien and Grace Ryde.**

The Queen's Women in Automotive and Motorsport Conference is ratified under the Queen's Engineering Society. This Engineering Society is un-registered non-profit. If a tax receipt is required by your company, please inform the team prior to preparation of payment and arrangements can be made for a receipt.

