



2026 NATIONAL WofA Partnership Benefits

	DIAMOND \$25,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Logo on national partner webpage	✓	✓	✓	✓	✓
Ability to use national WofA logo	✓	✓	✓	✓	✓
Logo and recognition at all live events**	✓	✓	✓	✓	✗
Logo on webinar introduction slides	✓	✓	✓	✗	✗
Feature employees on WofA website and social media	✓	✓	✗	✗	✗
Partner spotlight feature in newsletter	✓	✓	✗	✗	✗
Homepage brand placement	✓	✓	✗	✗	✗
Unique WofA partnership opportunities <i>Exclusive partnership opportunities developed in collaboration with WofA such as hands-on training experiences, professional development workshops, pilot programs, or workforce-focused initiatives.</i>	✓	✓	✗	✗	✗
Submit content ideas/suggestions for educational initiatives	✓	✗	✗	✗	✗
Keynote on a lead and inspire webinar <i>5-10 minute opening remarks during a WofA Lead & Inspire webinar to highlight your company, innovations, workforce initiatives, or thought leadership</i>	✓	✗	✗	✗	✗
Automatic seat on the WofA Board of Directors <i>Guaranteed seat on the Woman of Asphalt Board of Directors, providing strategic input, industry leadership, and direct engagement in advancing WofA's mission. (One designated representative per team)</i>	✓	✗	✗	✗	✗

**Legacy Bronze partners will retain existing benefits, including logo recognition at live events.



Why Partner?



National Women of Asphalt Partners gain more than logo visibility, they invest in the future of the asphalt workforce. Through strategic engagement, industry leadership, and direct access to talent, partners play a critical role in recruiting, retaining, and advancing women across the industry.

As a Women of Asphalt Partner you will:

- **Strengthen workforce recruitment and retention** by supporting a dues-free association that removes barriers to entry and advancement - connecting women at every career stage with industry knowledge, skills, and opportunity.
- **Build a stronger leadership pipeline** by investing in professional development, mentorship, and programming designed to retain talent and prepare the next generation of industry leaders.
- **Directly access a growing national talent network**, engaging with thousands of women entering or advancing within the asphalt industry through WofA's programs, events, and branch network.
- **Demonstrate industry leadership and commitment** to workforce development, recruitment, and retention, aligning your organization with one of the industry's most urgent priorities.
- **Elevate your brand visibility and positioning** among contractors, DOTs, suppliers, manufacturers, and allied associations at the local, regional, and national levels.
- **Extend your reach through 28+ WofA branches** across 34 states and Canada, creating meaningful connections and impact nationwide.

National WofA Reach & Exposure

- **5,000+** active WofA members across the U.S., Canada (+ growing interest in South America)
- **28 branches** across 34 states and Canada, driving local and regional engagement
- **4,660+** national email subscribers, including industry leaders, contractors, DOT staff, and workforce professionals
- **15,000+** annual website views, providing high-impact brand visibility
- **10,000+** social media followers across multiple platforms
- **200+** average webinar registrations
- **120+** average live webinar attendees

