



WOMEN'S
LEADERSHIP
FORUM

PRESENTED BY:



SBN

SEMA BUSINESSWOMEN'S
NETWORK

MARCH 3-5, 2026 | SAN DIEGO, CA

WWW.SEMA.ORG/SBN-WLF

Sponsorship Opportunities





About the Event

What is the Women's Leadership Forum?

Women in the automotive industry face unique challenges. The SEMA Businesswomen's Network (SBN) is offering a comprehensive leadership training called the "Women's Leadership Forum," which is designed specifically to help women in the automotive aftermarket industry advance in their careers. By bringing women together for focused leadership training, the event educates, inspires and supports women to thrive in the workplace. Learning tracks enable participants to focus on the aspects that they are most interested in, whether it is personal development or general leadership. The program also provides an intimate setting for networking, games and building new friendships. Creating a place for SBN members to come together and give each other support, advice and opportunity is an invaluable experience.



What happens at the event?

The event hosts 2 days of educational sessions. The education formats range from keynote speakers, panel discussions, deep dive sessions, and break out discussions. The program includes many formal and informal networking sessions geared towards providing quality time for attendees to talk about both professional and personal goals as well as creating valuable industry connections that can benefit their companies. The event hosts breakfasts, lunches and a themed dinner to create those much needed brain breaks for attendees.



Who attends?

The Women's Leadership Forum attracts a broad range of women from the aftermarket industry. In the past three years, the registration has continued to grow for each event. In 2024, the registration grew 41%, including 53 registrants who had not attended the event in the past. In 2025, registration continued to grow with new sponsors and attendees. Registrants are from all areas of the aftermarket and in different roles such as, c-suite, mid-management and entry-level. This dynamic in-person event has a maximum registration of 100 females. This limit provides an intimate environment for networking with a wide range of professionals.

28%

of attendees
are C-Suite

100%

FEMALE

Why should I sponsor?

Statistics prove that having a diversified leadership team improves your bottom-line substantially. Specifically, increasing leadership opportunities for women increases organizational effectiveness and growth. Supporting an event that provides both education and networking opportunities dedicated to women supports needed change in our industry. SBN ensures that our sponsors receive significant promotional opportunities throughout the event and even after when the event's signature T-Shirt is worn during the SBN Reception at SEMA Show.

“ I deeply value events that unite intelligent, accomplished women, and the Women's Leadership Forum excels in this. ”



I've had the privilege of attending the Women's Leadership Forum for the past two years, and it has truly become an event I eagerly anticipate each year. Although our CTO, a long-time SEMA volunteer and SBN member, was unable to attend the 2023 Forum, I had the opportunity to go in her place. This was my first solo experience at the event, but within just a few hours of meeting the incredible SBN women, I felt a deep connection as if I had known many of them for years.

I deeply value events that unite intelligent, accomplished women, and the WLF excels in this. Hearing how others have navigated their careers—from entry-level positions to leadership roles such as Managers, VPs, C-Suite Executives, and even Presidents/CEOs—is incredibly inspiring. The forum offers invaluable insights into overcoming challenges and handling difficult conversations. Knowing that a supportive and encouraging network of women stands behind you is the essence of what SBN represents.

As this forum continues to grow in popularity, we need your help. Your sponsorship will not only allow us to continue to add additional educational topics, but will also show the women at your company that you support their growth in a male-populated industry, and want them to succeed. And don't forget the most important part: send some women to the 2026 WLF in San Diego!

Cassie Selby, Battle Motors

4 Year SBN Member/SBN Select and Events Committee



WOMEN'S LEADERSHIP FORUM



MARCH 3-5, 2026 | SAN DIEGO, CA
WWW.SEMA.ORG/SBN-WLF

TITLE

\$7,500

(1 AVAILABLE)

- Bronze level deliverables, plus:
 - Prominent logo placement on attendee t-shirt.
 - Logo on attendee badges.
 - Title sponsor social media recognition.
 - Recognition at Opening Session.
 - Specialty drink and table reservation at dinner event.
 - Three (x3) complimentary registrations.

PLATINUM

\$5,000

(3 AVAILABLE)

- Bronze – Gold level deliverables, plus:
 - Platinum sponsor social media recognition.
 - Sponsor provided video to be shared on SBN social media.
 - Recognition to over 700 members in SBN's membership email.
 - Two (x2) complimentary registrations.

GOLD

\$2,500

(4 AVAILABLE)

- Bronze and Silver level deliverables, plus:
 - Additional social media shoutout.
 - Recognition at conference dinner event.
 - Speaking opportunity during conference.
 - Recognition during the Annual SEMA Show SBN Reception
 - One (x1) complimentary registration.

SILVER

\$1,000

(5 AVAILABLE)

- Bronze level deliverables, plus:
 - Recognition at WLF Opening Session.
 - Recognition at WLF Registration.

BRONZE

\$500

(10 AVAILABLE)

- Logo included on conference website.
- Logo included on conference signage.
- Logo included on attendee t-shirt.
- Social media shoutout.

IMPORTANT DATES:

10/ 1/2025
Online Sponsor
Commitment Opens

11/1/2025
Online
Sponsorship Opens

11/1/2025
Event
Registration Opens

1/12/2026
Deadline for inclusion
in T-Shirt

1/12/2026
Deadline for inclusion in
marketing materials

2/28/2026
Deadline to ship materials
for Swag Bag

3/1/2026
Deadline for
Sponsorship

For more information, contact: Nicole Bradle, MA, CMP, CAE
SBN Council Director • nicoleb@sema.org • 909-323-2149 • 847-915-8865

