Women In Buses Council

Brought to you by MCI

Women in Buses Day Sponsorship Levels

February 5, 2027

Women in Buses Day is ABA's annual event dedicated to recognition and engagement of the women who operate, manage, sell and lead across the motorcoach and group travel industry. It includes networking, education, and recognition activities with the goal to foster connection, share career pathways, and encourage greater recruitment, retention, and advancement of women within the industry.

Sponsorship Levels

LEAD
$2,500

- Signage at WIB Day Event and Booth
- Recognized at WIB Day General Session
- Recognition on the event webpage and post event recap
- Listed on Marketplace on site Sponsor Scroll
- Enhanced visibility during WIB Day programming
- Additional recognition among attendees
- Prominent logo placement on event signage and materials
- Stronger brand presence throughout WIB Day
- Top billing on all event materials, signage, and communications
- Premier recognition as a leading supporter of Women in Buses Day

ELEVATE
$1,000

- Signage at WIB Day Event and Booth
- Recognized at WIB Day General Session
- Recognition on the event webpage and post event recap
- Listed on Marketplace on site Sponsor Scroll
- Enhanced visibility during WIB Day programming
- Additional recognition among attendees
- Prominent logo placement on event signage and materials
- Stronger brand presence throughout WIB Day

ENGAGE
$750

- Signage at WIB Day Event and Booth
- Recognized at WIB Day General Session
- Recognition on the event webpage and post event recap
- Listed on Marketplace on site Sponsor Scroll
- Enhanced visibility during WIB Day programming
- Additional recognition among attendees

CONNECT
$500

- Signage at WIB Day Event and Booth
- Recognized at WIB Day General Session
- Recognition on the event webpage and post event recap
- Listed on Marketplace on site Sponsor Scroll



As a sponsor of Women in Buses Day you are powering an experience that is shaping the future and strengthening the industry.

Contact Vicki Osman at vosman@buses.org or 202-218-7230 to secure your sponsorship.

American Bus Association
Marketplace

See You in Calgary
Feb 6-9 2027

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