

**DirtFish**

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**Women**  
IN MOTORSPORT  
**SUMMIT**

**It's Time!**

**March 2<sup>nd</sup>, 2024**

For the third year, DirtFish presents its Women in Motorsport Summit, where industry-leading female competitors engage in meaningful conversation about the sport we love. **And we're not just scratching the surface.**





## The History

In 2022, we launched the DirtFish Women in Motorsport initiative, bringing some of the world's top competitors to our doors.

Vastly experienced women from across the sport stood shoulder-to-shoulder with the next generation itching to get involved.

**That's where we stepped in.**

## Our Mission

To empower young women to delve into motorsport, and to celebrate those paving the way.

“We know the importance of this initiative. We see it every time we fill an All-Women’s Program, everytime the Summit grows, and every time we’re approached by a young person who asks ‘girls can do this too?’ It’s time we look deeply at what needs to shift in our industry, and that we be the ones to push for it. Even if people say no, it’s up to us to change their minds.”

**- Josie Rimmer | DirtFish WiM Founder**

# 2022 Summit

Our inaugural event was attended by 100 participants, leaving standing room only in our classroom space.



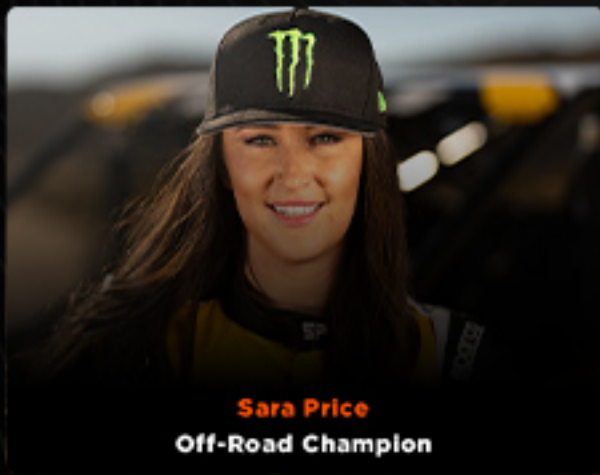
**Lia Block**

2023 RWD ARA National Champion,  
Baja Champion, F1 Academy for Williams



**Lucy Block**

ARA Rally Driver, Pikes Peak Competitor,  
Baja Champion



**Sara Price**

Off-Road Champion



**Rhlanon Gelsomino**

Professional Co-Driver to  
Lia Block and Travis Pastrana



**Emma Gilmore**

McLaren Extreme E Driver

# 2023 Summit

Knowing our attendance would be large this year, we shifted to an outdoor event tent. Good thing we did. Once again, only standing room remained as more than 500 people filled the room and this time, 4,500 watched via live stream.



# 2024 Summit

It's time to show up for the women leading the charge. We're building the platform, we're bringing the audience, we're changing the game.



**& More!**

## The Reactions

**Michèle Mouton**, the only woman ever to have won a World Rally Championship event, said “I think we need this kind of Summit more often in more countries – it’s a perfect way to meet people who have been involved in motorsport and who *need* to see more women who have been having success in this sport,”

# The Reactions

In attendance, David Evans wrote it best:

"All six panelists (Mouton, Solberg, Gelsomino, Junnilla, Holler and DirtFish's very own Michelle Miller) would walk into the back of the tent.

Nothing; nothing could prepare any of them for the reception.

The cheering started as soon as they set foot inside and it ramped up and up and up. Last in, the atmosphere and the wall of noise smacked Michèle between the eyes. She paused briefly and let out an emotional: 'Oh my...'"

# The Focus of the Summit

To celebrate the engagement, organization, power, and strength that emerges when anyone who loves the sport enters the space.

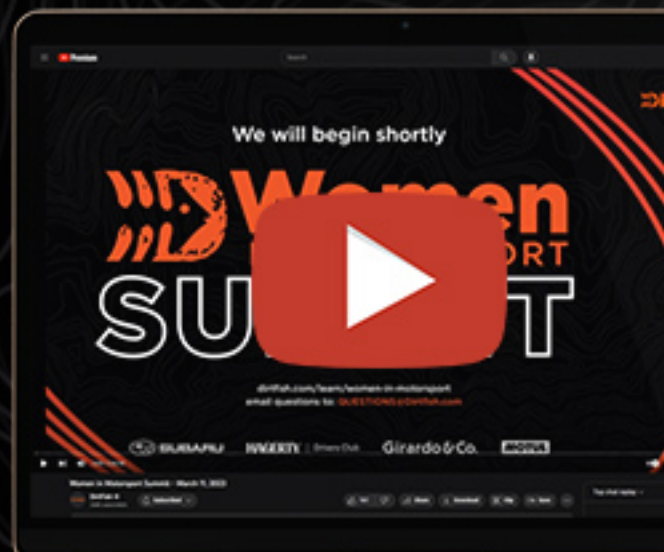
We want to make sure that young women know that space belongs to them, too.



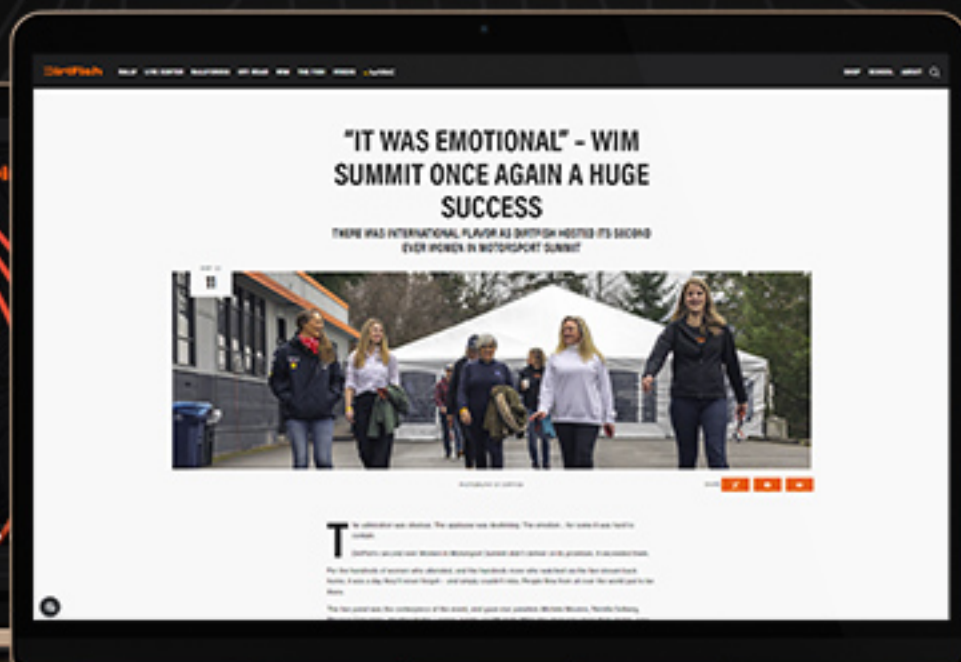
# About Last Year...

Click the laptop screens to watch the videos and read the article

## WIM Summit 2023 Live Stream



## Michèle's reaction to the Summit



## BTS of 2023 WIM Summit



## 2023 Sponsors



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## Be a Leader in your Industry

Demonstrate your commitment to women and the future of motorsport. DirtFish Women in Motorsport Summit is a powerful opportunity to do just that.

In order to represent diverse roles throughout the field of motorsport, we're bringing in motorsporting luminaries from around the world. **Join us** in making this event just as inspiring, educational, and life-changing as it should be.

## Brand Reach

Join DirtFish Rally School in driving change. With a robust social following of over 1.6 million people, our Women in Motorsport Summit is steering the conversation on female empowerment in motorsports. Be part of a movement that's gaining momentum every day.

- **DirtFish.com: 60k average views per race weekend**
- **Facebook: 134,000 Followers**
- **Instagram: 461,000 Followers**
- **YouTube: 271,000 Subscribers**
- **X: 48,100 Followers**
- **TikTok: 794,000 Followers**



# Sponsorship Levels

## Platinum - \$20k

- 4 seats at our exclusive dinner with the panelists on March 1st (details in next slide)
- An aspect of the Summit "Presented by" your company (ex: Thrill Rides Presented by \_\_\_\_)
- Branding on all Summit Social Media coverage
- Branding on Summit YouTube Videos
- Branding on Summit articles on DirtFish.com
- Branding on Live stream
- On site Branding
- Branding on Merchandise
- Branding on Thrill Ride cars

## Gold - \$10k

- 2 seats at our exclusive dinner with the panelists on March 1st (details in next slide)
- On site Branding
- Branding on all Summit Social Media coverage
- Branding on Summit YouTube Videos
- Branding on Summit articles on DirtFish.com
- Branding on Live stream

## Silver - \$5k

- 1 seat at our exclusive dinner with the panelists on March 1st (details in next slide)
- On site Branding
- Branding on Live stream
- Branding on all Summit Social Media coverage

## DirtFish's Pedal to Progress Scholarship

The next step is clear. Once we push open the door with the Summit, it's time to get behind the wheel. Any donation to our Pedal to Progress Scholarship will go directly towards the education, training, and seat time of an elected woman entering the motorsport space with the ultimate goal of funding an ARA competitor.

We will have open nominations for public voting, and pick our first Scholarship winner from the results.





## An Evening with the Stars

As a sponsor, you are invited to join us for a once in a lifetime opportunity to dine alongside the motorsport industry's pioneers, surrounded by one of the world's most prestigious car collections.

Network with the change makers that have the ability to drive this momentum farther than ever.

*March 1st, 6pm - 8pm*

# The Impact of your Sponsorship

Your support will enable us to do even more.

It will act as the foundation upon which we share inspiration, empowerment, and the sheer love for the sport.

We're opening new doors; for WiM scholarship programs, acceleration programs and mechanical training programs.



# We're Not Stopping There

With your support, our WiM initiative will expand to include:

- Quarterly virtual WiM webinars with expert females from all corners of motorsport.
- Monthly WiM newsletter with in-depth profile pieces on powerful women throughout the motorsport world.
- A DirtFish Women in Motorsport Award dedicated to a woman who has entered the field and who is changing its landscape.



# It's Time to Change the Game.

This is just the beginning. We're aiming higher; a WiM Academy, training program, scholarship, the list goes on. All with the goal of eradicating the question "girls can do this too?"

## Join Us!



To reserve your sponsorship, contact [Josie@DirtFish.com](mailto:Josie@DirtFish.com) by Jan 20th