

AMERICA'S CAR MUSEUM

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WOMEN IN MOTORSPORT SUMMIT



It's Time!

August 21st - 22nd, 2026

For the fifth year, DirtFish Presents
its Women in Motorsport Summit -
**and this year, we're focused on
action.**

WIM
WOMEN
IN MOTORSPORT
SUMMIT



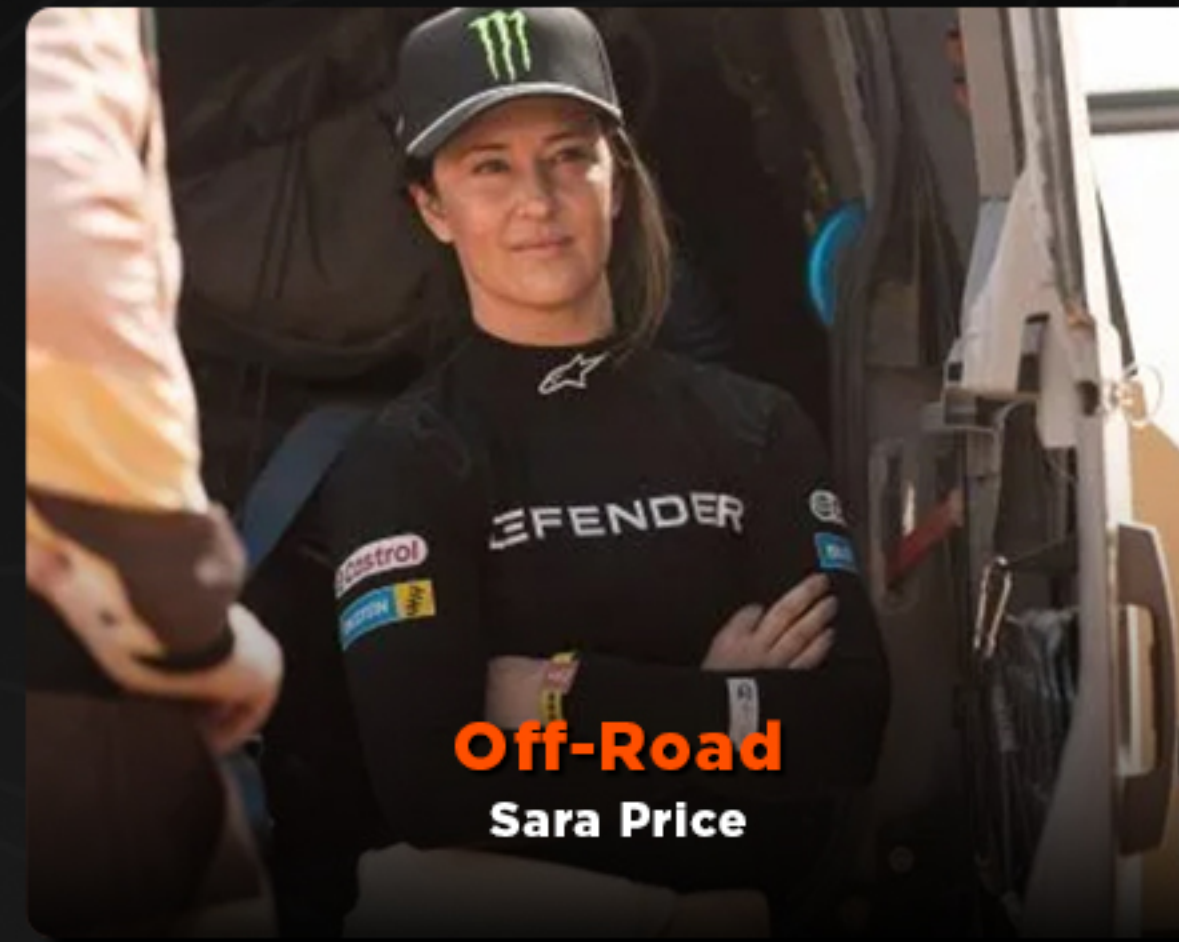
The History

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.

This year, we take over the DirtFish Property as WiM Pros lead industry focused workshops.



Our Mission

To empower women to dive 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

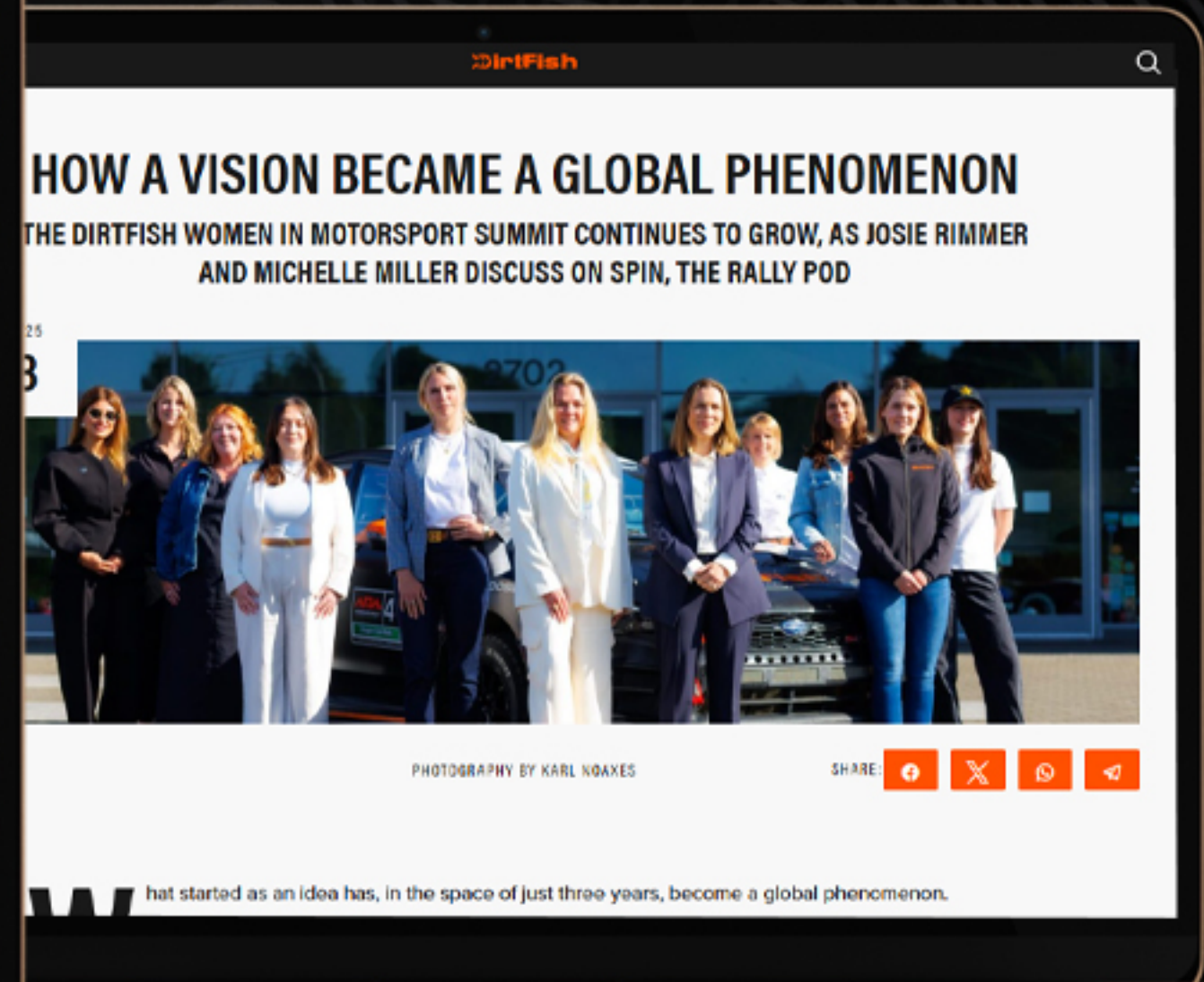
About Last Year...

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

2025 WiM Summit
Live Stream

Driven: The DirtFish
Women in Motorsport Story

How a vision became
a global phenomenon.



2025 Sponsors



Girardo & Co.



Kubota

Velocity Invitational



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

“Today has surpassed anything I could have imagined. It’s been incredible – this is exactly what the DirtFish Women in Motorsport initiative is all about. It’s about bringing women together.

We’ve seen people interacting today, we’ve seen people bonding with the panelists and making meaningful connections. We’ve changed lives today. Aoife [Raftery] has had a five-year-old girl sitting with her at her table for the whole afternoon. That girl now wants to change her name to Aoife and she wants to drive Aoife’s rally car. That’s what this is all about.”

-Josie Rimmer on the 2025 Women in Motorsport Summit

The Focus of the Summit

To acknowledge the women in the space, and to build a proper foundation for the women of tomorrow. We're restructuring the entire thing.

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.

Sponsor the Summit or donate to the WiM Non-profit (501c3)

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: 2.2 Million Annual Visitors**
- **2 Million Social Media Followers**
- **In 2025, over 300 joined us in person with 435,000 watching globally on the WIM Summit live stream powered by AT&T and Teradek.**



Beyond The Summit

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

- Fund the training of up and coming rally drivers
- Fund the women at the top of the field
- Fund WiM programs throughout motorsport disciplines
- Develop training programs and internships for roles across motorsport
- Increase visibility of WiM globally



Sponsorships

Title Sponsor - \$50k

- Naming rights to the event
- One entry to DirtFish VIP Experience on 8/21
- Ten tickets to the WiM Summit
- Two seats to our WiM Gala on 8/22
- 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

Platinum Sponsor - \$20k

- 6 tickets to the WiM Summit
- Two seats to the WiM Gala on 8/22
- 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



Sponsorships

Gold Sponsor - \$10k

- Four tickets to the WiM Summit
- Two seats to the WiM Gala on 8/22
- On site Branding
- Branding on Live stream
- Branding on all Summit Social Media coverage

Workshop Sponsor - \$5k

- Naming rights of one workshop of your choice
- On site Branding
- Branding on Live stream
- Branding on all Summit Social Media coverage



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!



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To reserve your sponsorship, contact Josie@DirtFish.com