

TRUCKERS MATTER²

Event
Overview

JUNE 2022



NATIONAL MINORITY
WOMEN ASSOCIATION IN
TRANSPORTATION, INC.
Minoritywomenassociation.org

NATIONAL MINORITY

WOMEN ASSOCIATION IN
TRANSPORTATION, INC.

Dear Valued Friends and Supporters,

The National Minority Women in Transportation (NMWAIT) Inc. is a minority women-owned advocacy organization with the mission to increase the visibility, capacity, and business profitability of professional minority women and men within the transportation industry.

As part of NMWAIT's continued philanthropic efforts, we will be hosting our 1st Annual Truckers Matter² Community Appreciation and Awareness (CAA) event in Maryland on June 9, 2022. We anticipate engaging with 200-300 drivers during the event. The purpose of the Truckers Matter² CAA event is to ensure continued truck driver engagement, to hear about any grievances they may be facing, to provide essential products and resources, and most importantly to provide important literature pertaining to NMWAIT's We Believe Campaign Initiative. NMWAIT, Inc.'s commits to not only imply Truckers Matter² but also continue to deliver and make essentials more accessible.

NMWAIT, Inc. is committed to change and building a stronger workforce, not only for our members but for the next generation of transportation professionals. In NMWAIT, Inc.'s continued efforts to advocate for women and men in the transportation industry we have pledged alongside industry leaders to support The Department of Transportation's Transportation Leaders Against Human Trafficking pledge to bring continued awareness and combat human trafficking. During the event, we will provide drivers and truck stop management with important literature about NMWAIT's Human Trafficker Awareness Initiative. As we stand with our friends at Truckers Against Trafficking, we recognize how important it is for truck drivers, truck stop management personnel, and guests to be aware of the indications of human trafficking. [The leadership team, board of directors, and interns of NMWAIT have all received TAT training and certification.](#)

Many women and men have changed careers and migrated toward the transportation industry during the pandemic, specifically the trucking industry. This not only has increased workforce opportunities in our nation but specifically in our home state of Maryland. With Maryland being situated in a major transportation hub, NMWAIT, Inc. would like to show our appreciation ahead of National Trucker Appreciation Day in September to our Maryland-based truck drivers and drivers that frequently visit the state. Truck drivers are the backbone of our great nation that keeps the economy running and we as industry leaders are committed to acknowledging, supporting, and providing support to drivers. During the pandemic resources and supplies were depleted which took a toll on trucker drivers but also their families. Truckers Matter² is the first of many trucker appreciation events that NMWAIT, Inc will host.

Please consider supporting NMWAIT's Truckers Matter² Community Appreciation and Awareness event by sponsoring merchandise, products, services, and/or monetary funds to give back to our nation's truck drivers. In supporting our event your company name and logo will be posted on our website and social media, event promotional literature, local media, and much more.

All sponsorship funding, products, and merchandise can be mailed to our headquarters at [14502 Greenview Drive, Suite 500, Laurel, MD 20708](#). For your company sponsorship to be advertised please fill out the attached Sponsorship Form and return to sponsorship@minoritywomenassociation.org.

If you have any questions, please do not hesitate to contact us. We thank you in advance for considering our request and for supporting NMWAIT, Inc.

Sincerely,



Ashley Watson
President, NMWAIT, Inc.

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TRUCKERS MATTER²

EVENT OVERVIEW

The 2022 Truckers Matter² initiative is a charitable endeavor that aims to provide supplies to truck drivers in and around the Maryland area. Given the high cost of diesel, this event will serve as a resource to assist drivers in obtaining essential products.

Our goal is to receive contributions to distribute 300 NMWAIT Care Kits to truckers, as well as provide them with much-needed necessities. The average cost for each kit is \$150.00. Other costs associated with this event include but are not limited to: Rentals of the following (Tent and Chairs) Site Supplies, Advertising, Graphic Design, Printing, Event Coordination/Staff.

We are seeking/accepting the following: Title Sponsors, Media Partners, Product Donations, & Volunteer Groups to ensure the success of this event.

Benefits of Sponsorship

As a sponsor of the 2022 Truckers Matter² event, you have the opportunity to make a positive impact on our nation's Truck Drivers' lives by improving mental stability and showing truckers that industry leaders in their communities care about their mental health and wellbeing.

In addition to making a positive impact on drivers' lives, your business will benefit from the positive recognition of supporting a charitable community event.

This work would not be possible without the help and collaboration of companies and organizations in our community like you.



Toiletries | Toiletries are very costly at truck stops. Bringing toiletries with you on the road will assist drivers to keep costs down and clean.

Emergency Supplies | You never know what the weather and/or road conditions will bring, so being prepared to combat any emergency conditions is pertinent to the safety of the driver and community. Having these emergency items in your truck at all times is the best safety practice.

Cleaning Supplies | Keeping your truck cab clean will help drivers stay comfortable and sanitary while driving long distances.

TRUCKERS MATTER²

NMWAIT CARE KITS

THE NMWAIT CARE KIT FOR THE TRUCKERS MATTER² EVENT WILL INCLUDE SOME OR ALL OF THE ITEMS LISTED BELOW IN THE AREAS OF TOILETRIES, EMERGENCY SUPPLIES, AND CLEANING SUPPLIES.

Toiletries | Toiletries can be expensive at truck stops. Bringing your own toiletries with you on the road will help you keep fresh and clean.

This includes:

- Shower Bag or Caddy
- Shower Shoes
- Shaving Cream
- Razors
- Deodorant
- Medication
- Toothbrush/Toothpaste
- Toilet Paper
- Soap
- Shampoo/Conditioner
- Feminine hygiene items (Feminine Wipes/tampons/pantliners)
- Baby wipes
- Body powder / lotion

Self Care | Showers

Nothing beats a nice shower after a long day behind the wheel. Unfortunately, there are certain drawbacks to driving a truck. Truck drivers, for example, may not be able to shower every day, depending on their location. Since the truck does not have a shower or bathroom, drivers must organize their stops accordingly. Truck drivers can use truck stop showers to clean up after a long day on the road. Although some local truckers are able to sleep at home every night, this is not the case for the majority of over-the-road truckers. Showers at truck stops often cost \$12 to \$20 per person.

- Truck Stop Showers

Emergency Supplies | You never know what the weather or road conditions will bring, so you have to be prepared to put up with it for a day or two. Keeping these emergency items in your truck is always a good idea.

This includes:

- Flashlights & batteries
- Flares
- Blankets
- Pocket Knife
- Non-Perishable Food
- Extra Water
- First Aid Kit (Antibiotic Cream for cuts and scratches)
- Toolkit
- Road atlas
- Basic tools
- Gloves

Cleaning Supplies | Keeping your truck cab clean will help you stay more comfortable and sanitary while driving long distances

This includes:

- Disinfectant Wipes
- Air Fresheners\Febreze
- Portable Vacuum
- Paper Towels
- Trash Bags
- Gloves
- Laundry soap



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