MINNESOTA TRUCKING ASSOCIATION

2024 SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR MTA MEMBERS





6160 Summit Dr. N, Suite 330, Brooklyn Center, Minnesota 55430

Ph: (651) 646-7351 | mta@mntruck.org | www.mntruck.org

minnesota trucking association

JOIN THE ACTION 2024





safety conference & driver of the year celebration

vadnais heights commons, vadnais heights, mn

truck to the capitol

capitol ridge event center, st. paul, mn





trucking management conference

vadnais heights commons, vadnais heights, mn

spring golf tournament

emerald greens golf course, hastings, mn





truck driving championships

tbd

NEXTLEADER program applications due

register online at www.mntrucking.org/nextleader





92nd annual conference

cragun's resort on gull lake, brainerd, mn

summer golf tournament

cragun's legacy courses, brainerd, mn





clay shoot

minnesota horse and hunt club, prior lake, mn

visit www.mntruck.org for individual event details and registration

2024 YEAR-LONG SPONSORSHIPS

Year-long sponsorships provide consistent, year-long exposure to MTA members through event sponsorships and logo recognition on the MTA website, weekly email newsletter and Trucking Minnesota, the monthly publication.

Comprehensive and multi-faceted, year-long sponsorship offers the best value for your marketing dollars and the opportunity to build visibility among a variety of audiences.

DIAMOND \$20,000	GOLD \$15,000	SILV \$10,0		BRONZE \$5,000	
BENEFITS		DIAMOND 20K	GOLD 15K	SILVER 10K	BRONZE 5K
Exhibit table at all three cor	nferences	*	*	*	*
Annual Conference compregistrations	limentary	8	6	4	1
Opportunity to address atte	endees at AC	*			
Safety Conference compli registrations	imentary	8	6	4	1
Opportunity to address at Safety Conference	tendees at	*			
Trucking Management Co complimentary registration		8	6	4	1
Opportunity to address at Trucking Management Co		*			
Recognition at MTA board	meetings	*	*	*	
Truck to the Capitol spons	sor	*	*	*	*
Booth sponsor at 2 golf ev	vents	*	*	*	
Station sponsor at clay sh	oot	*	*	*	
Sign sponsor at 2 golf ever clay shoot	nts and				*
Verbal recognition at all M	TA events	*	*	*	*
Logo on MTA website		*	*	*	*
Logo display in weekly ema	il newsletter	*	*	semi- monthly	
Logo display in monthly n	nagazine	*	*	*	*

SAFETY CONFERENCE JANUARY 23, 2024

MTA's annual Safety Conference enhances the skills of trucking safety professionals and the onroad safety of trucking fleets. This go-to event provides trucking companies and safety professionals the most up-to-date information on safety, training and risk management.

 PRESENTING
 GOLD
 SILVER
 BRONZE

 \$7,500
 \$5,000
 \$2,500
 \$1,250

KEYNOTE LUNCH JOURNAL \$3,000 \$3,000

BENEFITS	PRESENTING \$7.5K	GOLD \$5K	SILVER \$2.5K	BRONZE \$1.25K	KEYNOTE \$3K	LUNCH \$3K	JOURNAL \$3K
Complimentary registrations	6	4	3	1	2	2	2
Complimentary tickets to DOY banquet	4	2					
Exhibit table	*	*	*	*	*	*	*
Welcome to attendees	*						
Introduce speaker					*	*	
Logo in print materials/web/ eblasts	*	*	*		*	*	*
Name in print materials/web/eblasts				*			
Logo on signs/ ppts related to element					*	*	*
Logo on sponsor ppt during event	*	*	*		*	*	*
Name on sponsor ppt during event				*			

DRIVER OF THE YEAR | JANUARY 23, 2024

The Driver of the Year (DOY) Banquet celebrates the safest truck drivers in Minnesota and showcases their lives and accomplishments. The event is attended by leaders, drivers, and safety professionals from all 12 drivers' companies as well as other leaders in Minnesota's trucking industry. If you are interested in reaching these decision makers and safety leaders, this event provides access through a variety of visibility-building sponsorship opportunities.

DOY BANQUET \$5,000 **JACKETS** \$3,000

DRIVER OF THE MONTH PLAQUES \$3,000

CHECK \$3,000

DOY TABLE \$1,000

BENEFITS	BANQUET \$5K	JACKETS \$3K	PLAQUES \$3K	CHECK \$3K	DOY TABLE \$1K
Complimentary registrations to Safety Conf.	2	1	1	1	
Complimentary tickets to banquet	4	2	2	2	6
Display table at Safety Conf.	*	*	*	*	
Welcome to attendees	*				
On stage for awards	*	*	*	*	
Logo in print materials/web/ eblasts	*	*	*	*	*
Logo on signs/ ppts related to element	*	*	*	*	*
Logo on sponsor ppt during event	*	*	*	*	*

TRUCKING MGMT. CONFERENCE | APRIL 18, 2024

MTA's annual Trucking Management Conference is designed to be a "one-stop-shop" where the major management disciplines are covered in one day. Top-level managers attend with the knowledge that they will get cutting-edge strategies, resources and inspiration to enhance the hands-on operational and management skills of trucking professionals who must wear multiple hats in running their company or a division of the company. Sponsors have the opportunity to promote their company and build relationships with leaders in Minnesota's trucking industry.

 PRESENTING
 GOLD
 SILVER
 BRONZE

 \$7,500
 \$5,000
 \$2,500
 \$1,250

LUNCH JOURNAL \$3,000 \$3,000

KEYNOTE

\$3,000

BENEFITS	PRESENTING \$7.5K	GOLD \$5K	SILVER \$2.5K	BRONZE \$1.25K	SPEAKER \$3K	LUNCH \$3K	JOURNAL \$3K
Complimentary registrations	6	4	3	1	2	2	2
Exhibit table	*	*	*	*	*	*	*
Welcome to attendees	*						
Introduce speaker					*	*	
Logo in print materials/web/eblasts	*	*	*		*	*	*
Name in print materials/web/eblasts				*			
Logo on signs/ ppts related to element					*	*	*
Logo on sponsor ppt during event	*	*	*		*	*	*
Name on signs/ ppts during event				*			

92ND ANNUAL CONFERENCE JUL. 30-AUG.1, 2024

MTA's Annual Conference is the premier event in the organization's schedule. This 3-day conference offers inspiring keynotes by national speakers, topical and timely workshop sessions that impact day-to-day operations and plenty of time to network and have fun with other leaders in the trucking industry. Owners and executive level managers attend this event, and sponsors have the opportunity to support MTA and its mission while building relationships and visibility with this high-level audience.

• •						·	-						•			•					
	LVER 2,500		ONZI 1,500	E BA	PA	ET AF RTY ,000	TER	BAN	ED. QUE ,000			ELCO EXPO 1000		TUE	SU	SPITA JITE ,000	ALITY		CKTA	ED. IL HO	OUR
TUES. I WELCOME BBQ \$5,000	KEYN \$3,0		SI	LOSIN PEAK \$3,000	ER	В	OFFE REAK \$3,000	S	JC	TENE DURN \$3,000	AL	FI		TIME ATHE \$3,0	ERING	NDE	E	TRU EXI \$3,0	PO		
SAFETY LUNCH \$3,000		C	\$3,00			W	ED. B	REAI 3,000		Т	THU	JRS. E \$3	BREA 3,000	KFAS	ST	BREA		JT SE ,000	SSIO	N	
BENEFITS	PRESENTING \$12K	GOLD \$5K	SILVER \$2.5K	BRONZE \$1.5K	AFTER PARTY \$8K	BANQUET \$5K	WELCOME PARTY \$5K	ноѕріташту ѕипе \$5К	COCKTAIL HOUR \$5K	WELCOME BBQ \$5K	KEYNOTE \$3K	SAFETY LUNCH \$3K	CLOSING SPEAKER \$3K	COFFEE BREAKS \$3K	JOURNAL \$3K	GATHERING \$3K	TRUCK EXPO \$3K	OFFICIAL \$3K	WED. BREAKFAST \$3K	THURS. BREAKFAST \$3K	BREAKOUT SESSION \$3K
Complimentary registrations	6	4	3	1	6	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3
Exhibit table	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Truck expo	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Welcome/ host attendees	*				*	*	*	*	*	*		*				*	*				
Introduce speaker/ talk time											*	*	*					*			*
Logo in print materials/web/eblasts	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Name in print materials/web/eblasts				*																	
Logo on signs/ppts related to element					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Logo on sponsor ppt during event	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Name on ppts during event				*																	

GOLF TOURNAMENTS | JUNE 10 & JULY 30, 2024

MTA holds two traditional golf events during the spring and summer, each one bringing together industry professionals to have some fun while building relationships and supporting the MTA organization and its mission. There is nothing like a golf event to build your brand and visibility, all while bonding with fellow golf lovers. Companies can choose to sponsor one or both of these events through a wide variety of sponsorship opportunities.

PRESENTING HO \$5,000	DLE W/ВООТ! \$750	н но	HOLE W/SIGN \$250		CART \$2,000		LUNCH B \$2,000		\$2,000		RECE \$2,	ARDS PTION 000 EONLY)
HOLE IN ONE \$1,000	LONGEST DRIVE \$1,000	ı	LONGE PUTT \$1,000		G	GLE'S AME 1,000		PRIZE BALL \$1,000	(CLOSES THE F \$1,00	PIN	
BENEFITS	PRESENTING \$5K HOLE W/ BOOTH \$750	HOLE W/ SIGN \$250	CART \$2K	LUNCH \$2K	BEVERAGES \$2K	AWARDS RECEPTION \$2K	HOLE IN ONE \$1K	LONGEST DRIVE \$1K	LONGEST PUTT \$1K	EAGLE'S GAME \$1K	PRIZE BALL \$1K	CLOSEST TO PIN \$1K
Table at hole	* *		*	*	*	*	*	*	*	*	*	*
Welcome to attendees	*			*		*						
Logo in print materials/web/eblasts	* *		*	*	*	*	*	*	*	*	*	*
Name in print materials/web/ eblasts		*										
Logo on ppt related to element	* *	*	*	*	*	*	*	*	*	*	*	*

PACKAGE AND SAVE!

Package two golf events and the clay shoot together and save! Example packages include:

Table at all two golf events & clay shoot: \$1,800 (save \$200!)

Beverages at two golf events & clay shoot: \$5,500 (save \$500!)



CLAY SHOOT | SEPTEMBER 23, 2024

The Clay Shoot, MTA's newest event, is a great networking opportunity and a new way to support MTA's Trucks and Toys program!

Attendees gather for a fun day of marksmanship and relaxation in the beautiful autumn weather. Sponsors can leverage this fresh event while introducing themselves to new contacts.

 PRESENTING
 LUNCH
 CLAY LAUNCHER
 BEVERAGES

 \$5,000
 \$3,000
 \$2,000
 \$2,000

BUG SPRAYBOOTH AT STATIONSIGN AT STATION\$2,000\$500\$250

BENEFITS	PRESENTING \$5K	LUNCH \$3K	CLAY LAUNCHER 2K	BEVERAGES \$2K	BUG SPRAY \$2K	ВООТН \$500	SIGN \$250
Complimentary single registrations	4	2					
Booth at station	*	*	*	*	*	*	
Sign at station							*
Welcome to attendees	*	*					
Bring handouts to attendees/ banners	*	*					
Golf cart to travel between stations	*	*					
Logo in print materials/ web/eblasts	*	*	*	*	*	*	
Name in print materials/web/eblasts							*
Logo on sign related to element	*	*	*	*	*		

TRUCK DRIVING CHAMPIONSHIPS | JUNE TBD

This is truly the MTA event where the rubber hits the road! The Annual Truck Driving Championships is the statewide competition that determines which of the most exceptional Minnesota drivers go on to compete at the national level. The one-day event brings together outstanding drivers who have driven over 12 months accident-free, their families and corporate cheering sections. This is the one sponsorship opportunity that provides access to the drivers themselves and their families and friends.

PRESENTING \$5,000 **AWARDS BANQUET** \$3,000 DRIVER LUNCH \$3,000 **PLAQUE SPONSOR**

\$3,000

DRIVING COURSE SPONSOR

\$3,000

WRITTEN EXAM SPONSOR \$3,000 DRIVER BREAKFAST

\$3,000

PRE-TRIP SPONSOR

\$1,000

DRIVER SUPPORTER

\$1,000

DRIVER FRIEND

\$500

BENEFITS	PRESENTING \$5K	BANQUET \$3K	LUNCH \$3K	PLAQUES \$3K	course \$3K	WRITTEN \$3K	BREAKFAST \$3K	PRE-TRIP \$3K	SUPPORTER \$1K	FRIEND \$500
Welcome to attendees	*	*								
Opportunity to customize visability	*									
Logo in print materials	*	*	*	*	*	*	*	*	*	
Name in print materials										*
Logo on all event signs and banners	*									
Logo on signs/ppts related to element	*	*	*	*	*	*	*	*		
Logo on sponsor ppt. during event	*	*	*	*	*	*	*	*	*	
Name on ppt during event										*

ADDITIONAL 2024 SPONSORSHIPS

Webinar featuring your created content or MTA created content (per webinar)	\$1,000
Safety Council program year (8 meetings)	\$2,500
Podcast "trucking success and safety" (per episode)	\$1,000
NEXTLEADER program (program year)	\$5,000
Board Meeting (per meeting- September, December, February, May, August)	\$1,000

2024 ADVERTISING OPPORTUNITIES

Trucking Minnesota ad (monthly- print and digital, per issue)	\$375-\$1,000
Annual Membership Directory ad (annual- print and digital)	\$375-\$2,500
Weekly Dispatch featured white paper (per issue)	\$925
Under the Dome banner ad (weekly email during session) (per issue)	\$725
MTA website homepage banner ad (per month)	\$925
MTA event registration web page banner ad (per month)	\$725
Other MTA web page banner ads (per page per month)	\$425

