

MINNESOTA TRUCKING ASSOCIATION

2024 SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR MTA MEMBERS



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minnesota trucking association

JOIN THE ACTION 2024



jan.
23rd

safety conference & driver of the year celebration

vadnais heights commons, vadnais heights, mn

truck to the capitol

capitol ridge event center, st. paul, mn

feb.
22nd

apr.
18th

trucking management conference

vadnais heights commons, vadnais heights, mn

spring golf tournament

emerald greens golf course, hastings, mn

june
10th

june
tbd

truck driving championships

tbd

NEXTLEADER program applications due

register online at www.mntrucking.org/nextleader

july
20th

jul/aug
30-1

92nd annual conference

cragun's resort on gull lake, brainerd, mn

summer golf tournament

cragun's legacy courses, brainerd, mn

july
30th

sept.
23rd

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

SILVER
\$10,000

BRONZE
\$5,000

BENEFITS	DIAMOND 20K	GOLD 15K	SILVER 10K	BRONZE 5K
Exhibit table at all three conferences	★	★	★	★
Annual Conference complimentary registrations	8	6	4	1
Opportunity to address attendees at AC	★			
Safety Conference complimentary registrations	8	6	4	1
Opportunity to address attendees at Safety Conference	★			
Trucking Management Conference complimentary registrations	8	6	4	1
Opportunity to address attendees at Trucking Management Conference	★			
Recognition at MTA board meetings	★	★	★	
Truck to the Capitol sponsor	★	★	★	★
Booth sponsor at 2 golf events	★	★	★	
Station sponsor at clay shoot	★	★	★	
Sign sponsor at 2 golf events and clay shoot				★
Verbal recognition at all MTA events	★	★	★	★
Logo on MTA website	★	★	★	★
Logo display in weekly email newsletter	★	★	semi-monthly	
Logo display in monthly magazine	★	★	★	★

SAFETY CONFERENCE | JANUARY 23, 2024

MTA's annual Safety Conference enhances the skills of trucking safety professionals and the on-road 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
\$7,500

GOLD
\$5,000

SILVER
\$2,500

BRONZE
\$1,250

KEYNOTE
\$3,000

LUNCH
\$3,000

JOURNAL
\$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
\$7,500

GOLD
\$5,000

SILVER
\$2,500

BRONZE
\$1,250

KEYNOTE
\$3,000

LUNCH
\$3,000

JOURNAL
\$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				★			

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 \$5,000	HOLE W/BOOTH \$750	HOLE W/SIGN \$250	CART \$2,000	LUNCH \$2,000	BEVERAGES \$2,000	AWARDS RECEPTION \$2,000 (JUNE ONLY)
HOLE IN ONE \$1,000	LONGEST DRIVE \$1,000	LONGEST PUTT \$1,000	EAGLE'S GAME \$1,000	PRIZE BALL \$1,000	CLOSEST TO THE PIN \$1,000	

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
\$5,000

LUNCH
\$3,000

CLAY LAUNCHER
\$2,000

BEVERAGES
\$2,000

BUG SPRAY
\$2,000

BOOTH AT STATION
\$500

SIGN AT STATION
\$250

BENEFITS	PRESENTING \$5K	LUNCH \$3K	CLAY LAUNCHER 2K	BEVERAGES \$2K	BUG SPRAY \$2K	BOOTH \$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	★	★	★	★	★		

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) <i>includes speaking time in front of the board</i>	\$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



TO MAKE THE MOST OF YOUR SPONSORSHIP OR FOR MORE INFORMATION CONTACT
MEREDITH ARMSTRONG AT MEREDITH@MNTRUCK.ORG OR **651-646-7351**