

MINNESOTA TRUCKING ASSOCIATION

2020 SPONSORSHIP OPPORTUNITIES

YEAR-LONG & EVENT SPONSORSHIP INFORMATION



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

Ph: (651) 646-7351 | Fax: (651) 641-8995 | www.mntruck.org



SAFETY



WORKFORCE



INNOVATION



LEADERSHIP

WHY SPONSOR MTA EVENTS?

Sponsoring MTA and its events is a great way to show that you care about the trucking industry and the organization that supports it. Sponsorship gives you the opportunity to communicate directly with your target market, gain exposure with your potential customers and build a positive reputation among MTA members.

WHAT ARE YEARLONG SPONSORSHIPS?

Yearlong sponsorship provides companies with a high-level, multi-faceted opportunity to support the ongoing mission of MTA, as well as supporting MTA events that offer face-to-face relationship building and brand enhancement. Whereas event sponsorship allows companies to focus affordable option for companies to focus their marketing dollars on more defined audiences and issues.

SPONSORSHIP DISCOUNTS

MTA offers discounts for companies that wish to layer their support and build relationships and brand visibility over time. If a member company sponsors two events or two components within one event, they receive a 10 percent discount on their total sponsorship fee. If a company sponsors three events or multiple components within events, they receive 20 percent discount on their total sponsorship fee.

MAKE THE MOST OF YOUR SPONSORSHIPS

Sponsors at higher levels of support benefit from consultation and brainstorming with MTA staff to develop customized options for brand visibility.

MTA MEMBERS HAVE THE ADVANTAGE!

In addition to getting member pricing on sponsorship fees, members also have the opportunity to build relationships with other members throughout the year at other MTA events. If you aren't an MTA member, build the price of membership into your sponsorship package and use your advantage **TODAY!**



**SAFETY CONFERENCE &
DOY BANQUET**
JANUARY 23, 2020



TOP GOLF
MARCH 30, 2020



**TRUCKING MANAGEMENT
CONFERENCE**
APRIL 16, 2020



**SPRING GOLF
TOURNAMENT**
JUNE 1, 2020



**TRUCK DRIVING
CHAMPIONSHIPS**
JUNE 13 & 14, 2020



**ANNUAL CONFERENCE
& GOLF**
AUGUST 11-13, 2020



CLAY SHOOT
SEPTEMBER 28, 2020

2020 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 sponsors the best value for their marketing dollars and the opportunity to build visibility among a variety of audiences.

PLATINUM

\$20,000

GOLD

\$15,000

SILVER

\$10,000

BRONZE

\$5,000

BENEFITS

PLATINUM

20K

GOLD

15K

SILVER

10K

BRONZE

5K

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



Driver of the Year Banquet complimentary registrations

4

2

1

0

Trucking Management Conference complimentary registrations

4

2

2

1

Opportunity to address attendees at Trucking Management Conference



Recognition at MTA board meetings



Truck to the Capitol sponsor



Grand prize sponsor at all golf events



Hole with sign at golf events



Complimentary registrations to golf events (4= one foursome)

4

Verbal recognition at all MTA events



Click-through logo on MTA website



Logo display in weekly email newsletter



Logo display in monthly magazine



2020 EVENT SPONSORSHIP OVERVIEW

BENEFITS	\$10K	\$7.5K	\$5K	\$4K	\$3K	\$2.5K	\$2K	\$1.5K	\$1.25K	\$1K	\$750	\$500
Complimentary registrations	★	★	★	★	★	★	★	★	★	★		
Exhibit space (when available)	★	★	★	★	★	★	★	★	★			
Opportunity to speak to attendees or introduce major speakers	★	★	★	★	★	★						
Logo in print materials	★	★	★	★	★	★	★	★				
Name in print materials									★	★	★	★
Logo on signs/ ppts related to element			★	★	★		★	★				
Logo on sponsor ppt during sessions	★	★	★	★	★	★	★	★				
Name on sponsor ppt during session									★	★	★	★
Opportunity for customized promotion	★	★	★	★	★	★						

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

***Non-members pay an additional 20% on sponsorships**

SEE EVENT DETAILS FOR SPECIFIC SPONSORSHIP OPPORTUNITIES

SAFETY CONFERENCE | JANUARY 23

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. 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 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, these events provide access through a variety of visibility-building sponsorship opportunities.

PRESENTING

\$7,500

GOLD

\$5,000

SILVER

\$2,500

BRONZE

\$1,250

DOY BANQUET

\$5,000

KEYNOTE

\$3,000

LUNCH

\$2,000

JACKETS

\$2,500

JOURNAL

\$1,500

DOY TABLE

\$1,000

DRIVER OF THE MONTH PLAQUES

\$2,500

BENEFITS

PRESENTING
\$7.5K

GOLD
\$5K

SILVER
\$2.5K

BRONZE
\$1.25K

BANQUET
\$5K

KEYNOTE
\$3K

LUNCH
\$2K

JACKETS
\$2.5K

JOURNAL
\$1.5K

DOY TABLE
\$1K

PLAQUES
\$2.5K

Complimentary registrations

8

6

4

1

6

4

2

1

1

0

4

Complimentary tickets to banquet

4

2

0

0

2

0

0

0

0

8

0

Exhibit table



Welcome to attendees



Introduce speaker



Logo in print materials



Name in print materials



Logo on signs/ ppts related to element



Logo on sponsor ppt during sessions



Name on sponsor ppt during session



*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

*Non-members pay an additional 20% on sponsorships

TOPGOLF | MARCH 30

TopGolf is MTA's newest golf event! TopGolf attracts a unique crowd from its traditional golfing events, as it caters to all skill levels. Many companies find this event as a great way to recognize employees or to use as a fun, team building exercise. TopGolf offers climate-controlled experience that allows everyone to be together on one level, playing and networking.

PRESENTING
\$5,000

RECEPTION
\$2,500

BEVERAGES
\$2,000

LUNCH
\$2,000

HOLE IN ONE
\$500

SCORECARD
\$500

HOLE W/ BOOTH
\$500

HOLE W/ SIGN
\$250

BENEFITS	PRESENTING \$5K	RECEPTION \$2.5K	BEVERAGES \$2K	LUNCH \$2K	HOLE IN ONE \$500	SCORECARD \$500	BOOTH \$500	SIGN \$250
Complimentary registrations	12	4	2	2	0	0	0	0
Exhibit table	★	★	★	★				
Welcome to attendees	★							
Logo in print materials	★	★	★	★				
Name in print materials					★	★	★	★
Logo on signs/ppts related to element	★	★	★	★	★	★	★	★
Logo on sponsor ppt	★	★	★	★				
Name on signs/ppts related to element					★	★	★	★

*Sponsor 3 events or multiple items within one event: 20% off (members only)

*Sponsor 2 events or multiple items within one event: 10% off (members only)

***Non-members pay an additional 20% on sponsorships**

TRUCKING MGMT. CONFERENCE | APRIL 16

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
\$2,000

JOURNAL
\$1,500

BENEFITS	PRESENTING \$7.5K	GOLD \$5K	SILVER \$2.5K	BRONZE \$1.25K	KEYNOTE \$3K	LUNCH \$2K	JOURNAL \$1.5K
Complimentary registrations	8	6	4	1	4	2	1
Exhibit table	★	★	★	★	★	★	★
Welcome to attendees	★						
Introduce speaker					★	★	
Logo in print materials	★	★	★		★	★	
Name in print materials				★			★
Logo on signs/ ppts related to element					★	★	
Logo on sponsor ppt during sessions	★	★	★		★	★	
Name on signs/ ppts related to element				★			★

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

*Non-members pay an additional 20% on sponsorships

GOLF TOURNAMENTS | JUNE 1 & AUGUST 11

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
\$2,500

CART
\$500

HOLE W/BOOTH
\$350

HOLE W/SIGN
\$250

LUNCH
\$1,500

**AWARDS
RECEPTION**
\$1,500

BEVERAGES
\$1,500

**HOLE IN
ONE**
\$500

**LONGEST
DRIVE**
\$500

**CLOSEST
TO PIN**
\$500

**LONGEST
PUTT**
\$500

BENEFITS	PRESENTING \$2.5K	CART \$500	BOOTH \$350	SIGN \$250	LUNCH OR AWARDS \$1.5K	BEVERAGES \$1.5K	HOLE IN ONE \$500	LONGEST DRIVE \$500	CLOSEST TO PIN \$500	LONGEST PUTT \$500
Exhibit table	★		★		★	★	★	★	★	★
Welcome to attendees	★				★					
Logo in print materials	★				★	★				
Name in print materials		★	★	★			★	★	★	★
Logo on signs/ ppt related to element		★	★	★	★	★	★	★	★	★

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

*Non-members pay an additional 20% on sponsorships



TRUCK DRIVING CHAMPIONSHIPS | JUNE 13 & 14

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 two-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
\$7,500

KIDS AREA
\$3,500

**AWARDS
CEREMONY**
\$2,500

DRIVER MEALS
\$2,500

FOOD COURT
\$2,500

**SAFETY
LOUNGE**
\$2,500

**DRIVER
SUPPORTER**
\$1,000

DRIVER FRIENDS
\$500

BENEFITS	PRESENTING \$7.5K	KIDS AREA \$3.5K	AWARDS \$2.5K	MEALS \$2.5K	FOOD COURT \$2.5K	LOUNGE \$2.5K	SUPPORTER \$1K	FRIENDS \$500
Welcome to attendees	★		★			★		
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 sessions							★	★
Opportunity to customize visibility	★	★	★					

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

***Non-members pay an additional 20% on sponsorships**

88TH ANNUAL CONFERENCE | AUGUST 11-13

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.

PRESENTING \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,250	KEYNOTE \$3,000	SAFETY LUNCH \$2,000	WELCOME RECEPTION \$5,000	HOSPITALITY SUITE \$5,000*	COCKTAIL HOUR \$3,000													
WELCOME BBQ \$3,000	BANQUET \$3,000	CONFERENCE FINALE \$3,000	COFFEE BREAK \$2,500	JOURNAL \$2,500	FIRST TIME ATTENDEE GATHERING \$1,500	ATTENDEE GIFT \$3,000															
OFFICIAL TECH. SPONSOR \$3,000		NAME BADGE LANYARD \$1,500		OFFICIAL SAFETY SPONSOR \$3,000			OFFICIAL MAINTENANCE SPONSOR \$3,000														
BENEFITS	PRESENTING \$10K	GOLD \$5K	SILVER \$2.5K	BRONZE \$1.25K	KEYNOTE \$3K	SAFETY LUNCH \$2K	WELCOME RECEPTION \$5K	HOSPITALITY SUITE \$5K*	COCKTAIL HOUR \$3K	WELCOME BBQ \$3K	BANQUET \$3K	CONFERENCE FINALE \$3K	COFFEE BREAK \$2.5K	JOURNAL \$2.5K	ATTENDEE GATHERING \$1.5K	ATTENDEE GIFT \$3K	NAME BADGE LANYARD \$1.5K	SAFETY SPONSOR \$3K	MAINTENANCE SPONSOR \$3K	TECHNOLOGY SPONSOR \$3K	
	Complimentary registrations	8	6	4	1	4	2	6	6	4	4	4	4	1	1	1	1	1	4	4	4
	Exhibit table/ truck expo	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	
	Welcome/ host attendees	★					★	★	★	★	★	★			★						
	Introduce speaker					★	★														
	Logo in print materials	★	★	★		★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	
	Name in print materials				★																
	Logo on signs/ ppts related to element					★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	
	Logo on sponsor ppt during sessions	★	★	★		★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	
	Name on signs/ ppts related to element				★																

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

*Non-members pay an additional 20% on sponsorships

CLAY SHOOT | SEPTEMBER 28

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

DINNER
\$3,500

GOLD
\$1,250

WATER & SODA
\$1,000

BOOTH AT STATION
\$350

SIGN AT STATION
\$200

BENEFITS	PRESENTING \$5K	DINNER \$3.5K	GOLD \$1.25K	WATER/SODA \$1K	BOOTH \$350	SIGN \$200
Complimentary single registrations	4	4				
Booth at station	★	★	★	★	★	
Sign at station						★
Welcome to attendees	★	★				
Handouts to attendees	★	★				
Golf cart to travel between stations	★	★	★			
Logo in print materials	★	★	★	★		
Name in print materials					★	★

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Sponsor 2 events or multiple items within one event- 10% off (members only)

***Non-members pay an additional 20% on sponsorships**

INTERESTED IN SPONSORING?

SAFETY CONFERENCE & DRIVER OF THE YEAR BANQUET

<input type="checkbox"/> Presenting Sponsor	\$7,500
<input type="checkbox"/> Gold Sponsor	\$5,000
<input type="checkbox"/> Silver Sponsor	\$2,500
<input type="checkbox"/> Bronze Sponsor	\$1,250
<input type="checkbox"/> DOY Banquet	\$5,000
<input type="checkbox"/> Keynote Speaker	\$3,000
<input type="checkbox"/> Lunch	\$2,000
<input type="checkbox"/> Jackets	\$2,500
<input type="checkbox"/> Journal	\$1,500
<input type="checkbox"/> DOY Table	\$1,000
<input type="checkbox"/> DOY Plaques	\$2,500

TOPGOLF

<input type="checkbox"/> Presenting Sponsor	\$5,000
<input type="checkbox"/> Rooftop Reception	\$2,500
<input type="checkbox"/> Beverages	\$2,000
<input type="checkbox"/> Lunch	\$2,000
<input type="checkbox"/> Hole in One	\$500
<input type="checkbox"/> Scorecard	\$500
<input type="checkbox"/> Hole with Booth	\$500
<input type="checkbox"/> Hole with Sign	\$250

TRUCKING MANAGEMENT CONFERENCE

<input type="checkbox"/> Presenting Sponsor	\$7,500
<input type="checkbox"/> Gold Sponsor	\$5,000
<input type="checkbox"/> Silver Sponsor	\$2,500
<input type="checkbox"/> Bronze Sponsor	\$1,250
<input type="checkbox"/> Keynote	\$3,000
<input type="checkbox"/> Lunch	\$2,000
<input type="checkbox"/> Journal	\$1,500

GOLF TOURNAMENTS (PER TOURNAMENT)

<input type="checkbox"/> Presenting Sponsor	\$2,500
<input type="checkbox"/> Cart	\$500
<input type="checkbox"/> Hole with Booth	\$350
<input type="checkbox"/> Hole with Sign	\$250
<input type="checkbox"/> Lunch or Awards Reception	\$1,500
<input type="checkbox"/> Beverages	\$1,500
<input type="checkbox"/> Longest Putt Sponsor	\$500
<input type="checkbox"/> Closest to the Pin Sponsor	\$500
<input type="checkbox"/> Men's & Women's Longest Drive Sponsor	\$500
<input type="checkbox"/> Hole-in-One Sponsor	\$500

TRUCK DRIVING CHAMPIONSHIPS

<input type="checkbox"/> Presenting Sponsor	\$5,000
<input type="checkbox"/> Kids Activity Tent	\$3,500
<input type="checkbox"/> Awards Banquet	\$3,000
<input type="checkbox"/> Competitor Meals	\$2,500
<input type="checkbox"/> Food Court	\$2,500
<input type="checkbox"/> Safety Lounge	\$2,500
<input type="checkbox"/> Driver Supporters	\$1,000
<input type="checkbox"/> Driver Friends	\$500

88TH ANNUAL CONFERENCE

<input type="checkbox"/> Presenting Sponsor	\$10,000
<input type="checkbox"/> Gold Sponsor	\$5,000
<input type="checkbox"/> Silver Sponsor	\$2,500
<input type="checkbox"/> Bronze Sponsor	\$1,250
<input type="checkbox"/> Keynote	\$3,000
<input type="checkbox"/> Safety Luncheon	\$2,000
<input type="checkbox"/> Welcome Reception	\$5,000
<input type="checkbox"/> Hospitality Suite	\$5,000
<input type="checkbox"/> Tuesday BBQ	\$3,000
<input type="checkbox"/> Cocktail Hour	\$3,000
<input type="checkbox"/> Banquet	\$3,000
<input type="checkbox"/> Conference Finale	\$3,000
<input type="checkbox"/> Breakouts	\$3,000
<input type="checkbox"/> First Time Attendee Gathering	\$1,500
<input type="checkbox"/> Journal	\$2,500
<input type="checkbox"/> Attendee Portforlio	\$2,500
<input type="checkbox"/> Name Badge Lanyard	\$1,500
<input type="checkbox"/> Official Safety Sponsor	\$3,000
<input type="checkbox"/> Official Maintenance Sponsor	\$3,000
<input type="checkbox"/> Official Technology Sponsor	\$3,000

CLAY SHOOT

<input type="checkbox"/> Presenting Sponsor	\$5,000
<input type="checkbox"/> Dinner	\$3,500
<input type="checkbox"/> Gold Sponsor	\$1,250
<input type="checkbox"/> Water & Soda	\$1,000
<input type="checkbox"/> Booth at Station	\$350
<input type="checkbox"/> Sign at Station	\$200

TOTAL: _____

*Sponsor 2 events or multiple items within one event- 10% off (members only)

*Sponsor 3 events or multiple items within one event- 20% off (members only)

*Non-members pay an additional 20% on sponsorships

★ SPONSORSHIP | COMMITMENT FORM

This form guarantees the investor an individual event sponsorship at the level and with the recognition applicable for the specific program. By signing this commitment form, you have agreed to pay the below amount, unless otherwise stipulated. **Note: If your payment is not enclosed, we will automatically invoice you at the address listed below.**

CONTACT INFORMATION

Contact Name: _____ Company: _____
Address: _____ City/State/Zip: _____
Phone: _____ E-mail: _____
Signature: _____ Date: _____

BILLING INFORMATION

Sponsorship Commitment Total: \$ _____
☐ Invoice ☐ Check ☐ Credit Card
Credit Card#: _____ Expiration Date: _____ CVO # _____
Signature: _____

**TO MAKE THE MOST OF YOUR SPONSORSHIP OR FOR MORE INFORMATION CONTACT
KRISTI SHEPHERD AT KRISTI@MNTRUCK.ORG OR 612-685-4552**