

# WHY SPONSOR?



The MTA individual sponsorship program offers our allied members marketing opportunities at a flat-fee rate. Sponsors are recognized at four levels – platinum, gold, silver, and bronze – each with a different monetary value and marketing exposure. By selecting an individual event, you'll have the opportunity to target specific prospects based on your company's needs.

When you sponsor an MTA event, you:

- Communicate directly to your target market
- Gain exposure to your potential customers
- Build a positive reputation among MTA members
- Support MTA programming

We've designed a sponsorship program to help participating organizations enhance their current business relationships and generate new growth opportunities.

## TESTIMONIALS |

"Sponsoring the Minnesota Trucking Association is a great investment! Their events are professional, well attended and you will find many opportunities to educate and connect with members."

– Pam Resnick  
Sales - Corporate Accounts  
J.J. Keller & Associates, Inc.

" We've been a sponsor for many years and it's an investment that has really paid off. They have a great mix of members and great events that give us a chance to showcase how we can serve their members."

– Shawn Sullivan  
CEO  
Truck Writers , Inc.



**TRUCKING**  
Moves America Forward

# August 4 - 6 ANNUAL CONFERENCE

## Platinum Sponsor \$7,500

- Eight complimentary registrations for your staff and/or customers
- Premium exhibit booth and/or truck display at conference expo
- Premium logo display on promotional and event materials (e.g., registration forms, name badges, event programs, website, etc.)
- Premium logo display during all conference events
- Opportunity to address attendees at evening banquet
- Opportunity to provide handout at evening banquet
- Exclusive sponsor of pre-banquet reception

## Gold Sponsor \$5,000

- Six complimentary registrations for your staff and/or customers
- Exhibit booth and/or truck display at conference expo
- Logo display on promotional and event materials (e.g., registration forms, name badges, event programs, website, etc.)
- Logo displayed during all conference events
- Opportunity to address attendees during awards luncheon
- Opportunity to provide handout at awards luncheon

## Silver Sponsor \$2,500

- Four complimentary registrations for your staff and/or customers
- Exhibit booth and/or truck display at conference expo
- Logo displayed on website
- Logo displayed during conference

## Bronze Sponsor \$1,000

- One complimentary registration
- Exhibit booth and/or truck display at conference expo
- Logo displayed during conference

## Contributing Sponsor \$500

# January 29 SAFETY CONFERENCE & DRIVER OF THE YEAR BANQUET

## Platinum Sponsor \$5,000

- Four complimentary registrations for your staff and/or customers
- Premium exhibit booth at conference expo
- Premium logo display on promotional and event materials (e.g., registration forms, name badges, event programs, website, etc.)
- Premium Logo display during all conference events
- Opportunity to address attendees during luncheon and evening banquet
- Opportunity to provide handout during luncheon and evening banquet
- Exclusive sponsor of pre-banquet reception

## Gold Sponsor \$3,000

- Three complimentary registrations for your staff and/or customers
- Exhibit booth at conference expo
- Logo display on promotional and event materials (e.g., registration forms, name badges, event programs, website, etc.)
- Logo displayed during all conference events
- Opportunity to address attendees during luncheon
- Opportunity to provide handout at luncheon

## Silver Sponsor \$2,000

- Two complimentary registrations for your staff and/or customers
- Exhibit booth at conference expo
- Logo displayed on website
- Logo displayed during conference

## Bronze Sponsor \$1,000

- One complimentary registration
- Exhibit booth at conference expo
- Logo displayed during conference

## Contributing Sponsor \$500

# April 23 GENERAL MANAGERS CONFERENCE

<b>Platinum Sponsor</b>	<b>\$5,000</b>
<ul style="list-style-type: none"> <li>• Four complimentary registrations for your staff and/or customers</li> <li>• Premium exhibit booth at conference expo</li> <li>• Premium logo display on promotional and event materials (e.g., registration forms, name badges, event programs, website, etc.)</li> <li>• Premium logo display during all conference events</li> <li>• Opportunity to address attendees at luncheon</li> <li>• Opportunity to provide handout at luncheon</li> <li>• Exclusive sponsor of event reception</li> </ul>	
<b>Gold Sponsor</b>	<b>\$3,000</b>
<ul style="list-style-type: none"> <li>• Three complimentary registrations for your staff and/or customers</li> <li>• Exhibit booth at conference expo</li> <li>• Logo display on promotional and event materials (e.g., registration forms, name badges, event programs, website, etc.)</li> <li>• Logo displayed during all conference events</li> <li>• Opportunity to address attendees during luncheon</li> <li>• Opportunity to provide handout at luncheon</li> </ul>	
<b>Silver Sponsor</b>	<b>\$2,000</b>
<ul style="list-style-type: none"> <li>• Two complimentary registrations for your staff and/or customers</li> <li>• Exhibit booth at conference expo</li> <li>• Logo displayed on website</li> <li>• Logo displayed during conference</li> </ul>	
<b>Bronze Sponsor</b>	<b>\$1,000</b>
<ul style="list-style-type: none"> <li>• One complimentary registration</li> <li>• Exhibit booth at conference expo</li> <li>• Logo displayed during conference</li> </ul>	
<b>Contributing Sponsor</b>	<b>\$500</b>

# June // Aug. // Oct. GOLF TOURNAMENTS

<b>Title Sponsor</b>	<b>\$11,000</b>
<b>Includes all three tournaments</b>	
<ul style="list-style-type: none"> <li>• One complimentary foursome for your staff and/or customers</li> <li>• Logo display on promotional and event materials (e.g., registration forms, name badges, and sleeve of golf balls, etc.)</li> <li>• Opportunity to address attendees during awards banquet</li> <li>• Opportunity to provide handout at awards banquet</li> <li>• Exclusive sponsor of grand prize</li> </ul>	
<b>Specialty Sponsors</b>	
<b>Includes all three tournaments</b>	
• Luncheon Sponsor	\$1,250
• Dinner Sponsor	\$1,250
• Golf Cart Sponsor	\$1,250
• Longest Putt Sponsor	\$1,000
• Closest to the Pin Sponsor	\$1,000
• Closest to the Line Sponsor	\$1,000
• Women's Longest Drive Sponsor	\$1,000
• Men's Longest Drive Sponsor	\$1,000
• Hole-In-One Sponsor	\$1,000
• Golf Hole Sponsor w/ Booth at Tee Box*	\$1,000
• Golf Hole Sponsor w/o Booth at Tee Box*	\$600

\* Only a total of 24 golf hole sponsorships available

# February 26 TRUCK TO THE CAPITOL

<b>Truck to the Capitol Sponsor</b>	<b>\$2,000</b>
<ul style="list-style-type: none"> <li>• Exclusive logo display on promotional and event materials</li> <li>• Opportunity to address attendees at luncheon</li> <li>• Opportunity to provide handout at luncheon</li> </ul>	

# April 21 - 23 **CALL ON WASHINGTON**

## Call on Washington Sponsor

**\$2,000**

- Exclusive logo display on promotional and event materials
- Opportunity to address attendees at luncheon
- Opportunity to provide handout at luncheon

# May // Sept. // Dec. **BOARD OF DIRECTORS MEETINGS**

## Board Meeting Sponsor

**\$1,000**

- Exclusive logo display on promotional and event materials
- Opportunity to address attendees at luncheon
- Opportunity to provide handout at luncheon

## ▶ **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 Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## ▶ **SPONSORSHIPS |**

### **83RD ANNUAL CONFERENCE**

- Platinum Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,000
- Contributing Sponsor \$500

### **SAFETY CONFERENCE & DRIVER OF THE YEAR BANQUET**

- Platinum Sponsor \$5,000
- Gold Sponsor \$3,000
- Silver Sponsor \$2,000
- Bronze Sponsor \$1,000
- Contributing Sponsor \$500

### **GENERAL MANAGERS CONFERENCE**

- Platinum Sponsor \$5,000
- Gold Sponsor \$3,000
- Silver Sponsor \$2,000
- Bronze Sponsor \$1,000
- Contributing Sponsor \$500

### **TRUCK TO THE CAPITOL**

- Truck to the Capitol Sponsorship \$2,000

### **GOLF TOURNAMENTS**

- Title Sponsor \$11,000
- Luncheon Sponsor \$1,250
- Dinner Sponsor \$1,250
- Golf Cart Sponsor \$1,250
- Longest Putt Sponsor \$1,000
- Closest to the Pin Sponsor \$1,000
- Closest to the Line Sponsor \$1,000
- Women's Longest Drive Sponsor \$1,000
- Men's Longest Drive Sponsor \$1,000
- Hole-in-One Sponsor \$1,000
- Golf Hole w/ Booth \$1,000
- Golf Hole w/o Booth \$600

### **CALL ON WASHINGTON**

- Call on Washington Sponsorship \$2,000

### **BOARD OF DIRECTORS MEETINGS**

- May 2015 Board Meeting Sponsorship \$1,000
- September 2015 Board Meeting Sponsor \$1,000
- December 2015 Board Meeting Sponsorship \$1,000

Billing Information Sponsorship Commitment Total: \$ \_\_\_\_\_  Invoice  Check  Credit Card

CreditCard#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVO\*# \_\_\_\_\_

Signature: \_\_\_\_\_

\*The CVO # is a three or four digit number usually found on the back of your card.

Complete and return to the MTA office at 2277 Hwy 36 West, Suite 302, Roseville, MN 55113.