

# TXTA 2023 Annual Conference Sponsorships

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## Title Sponsor • \$15,000

Premier Sponsorship of TXTA Annual Conference

### Print and Digital Recognition

- Company logo and/or company name hyperlinked to company website on annual conference web page
- Company logo and/or company name prominently displayed during conference including signs and projector screens
- Company logo and/or company name listed in printed conference materials
- Company logo and/or company name featured in *The Steering Wheel* magazine
- Company logo and/or company name marketed and recognized in digital platforms\*

### Event Recognition

- Company logo and/or company name prominently displayed during conference
- Individual vertical stage banner displayed in main conference ballroom
- One reserved premier table for 10 at the Chairman's Dinner and Allied Celebration Dinner
- Recognition and presentation of title sponsorship gift on stage during conference
- Opportunity for brief acceptance remarks after recognition
- Recognition in president's remarks throughout conference

## Event Sponsor • \$7,500

Sponsorship of an Individual Event: Industry and Speaker Sessions, Thursday Breakfast, and Safety & Maintenance Awards Luncheon

### Print and Digital Recognition

- Company logo and/or company name listed on sponsored event sign
- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name prominently displayed during event
- One premier reserved table for 10 at sponsored event
- Company logo and/or company name printed on sponsored event sign
- Recognition as supporting host in remarks during sponsored event

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**Sponsorships must be purchased by June 30 for inclusion in printed materials.**

\*Digital platforms and print materials may include but are not limited to Annual Conference web page, conference signs, annual conference App, eblasts, conference wrap-up email and TruckADVISOR

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## TruckPAC Reception Presenter • \$7,500

Sponsorship of Private Reception for TruckPAC

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name displayed during event
- Company logo and/or company name printed on event sign and PAC gift tag
- Recognition as a sponsor in remarks during reception

## Dave Nemo Show on SiriusXM • \$5,000

Sponsorship of Dave Nemo Show on Road Dog Trucking, SiriusXM Radio Live Broadcast During Annual Conference, 2 Available

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name printed on event sign near broadcast table
- 20 commercial spots, 30-seconds each, that will run in the month of July
- Recognition and mention in 16–20 wraps, 15-seconds each
- 15-minute interview during broadcast
- Recognition as a sponsor in remarks during conference

## Allied Celebration Entertainment • \$5,000

Entertainment Presented and Sponsored by TXTA Allied Insurance Members

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign
- One reserved premier table for 10 at Allied Celebration Dinner
- Recognition as presenting host in remarks during event

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## Badge Lanyards • \$5,000

Exclusive Sponsorship of Lanyards for Conference Badges

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name printed on the badge lanyard ribbon alternating with TXTA Annual Conference text; lanyards will be given to all conference and Main Event attendees
- Recognition in remarks during conference opening event

## Registration Gifts • \$5,000

Exclusive Sponsorship of Annual Conference Registration Gifts

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Recognition as presenting host in remarks during event
- Company logo and/or company name printed on gift tag

## TruckPAC Reception Supporter • \$3,500

Sponsorship of Private Reception for TruckPAC

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name displayed during event
- Company name printed on event sign
- Recognition as a sponsor in remarks during reception

## Drink Tickets • \$3,000

Exclusive Sponsorship of Drink Tickets to One of the Following Events: Main Event, Chairman's Night, Allied Dinner

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name printed on the reverse side of drink ticket (front side will include name of event)
- Recognition as drink ticket sponsor in remarks during conference events

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## Conference Wi-Fi • \$3,000

Exclusive Sponsorship of Conference Wi-Fi

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name printed on signs and cards announcing Wi-Fi availability and event password
- Recognition as the Wi-Fi host in remarks during conference events

## Pens and Notepads • \$3,000

Exclusive Sponsorship of Pens and Notepads

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name printed on pens and notepads. Pens and notepads will be at registration desk and meeting rooms
- Recognition as sponsor in remarks during conference events

## Photo Booth • \$1,500

Exclusive Sponsorship of Photo Booth During Chairman's Night

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine

### Event Recognition

- Company logo and/or company name printed on sign displayed at photo booth
- Recognition in presentations during event
- Option for photo booth props with company logo and/or company name

## Allied Dinner Supporter • \$1,000

Dinner Sponsored by TXTA Allied Members

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name displayed during event
- Recognition on event sign
- Recognition as supporting host in remarks during event

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## Spouse Brunch Event • \$1,000

Sponsorship of an Annual Favorite for Spouses and Attendees Alike

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Recognition as presenting host in remarks during event
- Company logo and/or company name printed on event sign and brunch gift tag
- Opportunity to introduce the event with brunch host
- Opportunity to place company materials and/or promotional items on tables during event

## ELC Social Event Gold • \$1,000

Sponsorship of Social Event for the ELC Class of 2024

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- One attendee ticket for event
- Company logo and/or company name printed on event sign
- Recognition as a sponsor in remarks during event

## ELC Social Event Silver • \$500

Sponsorship of Social Event for the ELC Class of 2024

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name printed on event sign

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# TXTA 2023

## Main Event Sponsorships

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### Main Event Platinum • \$6,000

Named Premium Table for 10 and Sponsorship of Main Event

#### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

#### Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event signs
- Premier recognition in presentations and remarks throughout Main Event
- Additional drink tickets for distribution to guests and attendees

### Main Event Gold • \$4,000

5 Tickets in Reserved Area and Sponsorship of Main Event

#### Print and Digital Recognition

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

#### Event Recognition

- Company name displayed during event
- Recognition on event signs
- Recognition in presentations during dinner
- Additional drink tickets for distribution to guests and attendees

### Main Event Silver • \$2,500

2 Tickets and Sponsorship of Main Event

#### Print and Digital Recognition

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

#### Event Recognition

- Company name displayed during event
- Recognition on event signs
- Recognition in presentations during event
- Additional drink tickets for distribution to guests and attendees

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## **Paddles Up • \$2,500**

Exclusive Sponsorship of Main Event Bid Paddles

### **Print and Digital Recognition**

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine

### **Event Recognition**

- Company logo and/or company name printed on Main Event bid paddles
- Company logo and/or company name printed on event sign during check in
- Recognition in presentations during Paddles Up

## **Live Auction • \$1,500**

Donation of Main Event Live Auction Item or Monetary Equivalent

### **Print and Digital Recognition**

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Recognition on auction donors sign and printed auction listing
- Recognition during Live Auction Event
- Recognition in presentations during event

## **Fundraising Game • \$1,500**

Sponsorship of Fundraising Game During Main Event

### **Print and Digital Recognition**

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Company logo and/or company name printed on sign displayed at game table
- Recognition in presentations during fundraising game

## **Raffle • \$1,500**

Sponsorship of Raffle Prizes During Main Event, 2 Available

### **Print and Digital Recognition**

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Recognition on raffle sign and at raffle table
- Recognition in presentations during event

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## Main Event Bronze • \$1,000

1 Ticket and Sponsorship of Main Event

### Print and Digital Recognition

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name displayed during event
- Recognition on event signs

## Auction Bags • \$1,000

Sponsorship of the Large or Small Gift Bags for Auction Items, 2 available

### Print and Digital Recognition

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name printed on designated large or small gift bag

## Raffle Tickets • \$1,000

Exclusive Sponsorship of Main Event Raffle Tickets

### Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company name printed on the reverse side of raffle tickets (front side will include raffle information)

## Silent Auction • \$500

Donation of Main Event Silent Auction Item or Monetary Equivalent

### Print and Digital Recognition

- Recognition on Main Event web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Recognition on auction donor sign
- Donations valued under \$500 will be recognized with auction item on Givesmart App

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# TXTA 2023 TruckPAC Golf Classic Sponsorships

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## Golf Classic Presenting Sponsor • \$7,500

Exclusive Sponsorship of TXTA TruckPAC Golf Tournament

### Print and Digital Recognition

- Company logo and/or company name listed on Golf Tournament signs and event materials
- Company logo and/or company name listed in *The Steering Wheel* magazine
- Company logo and/or company name listed on digital platforms including TXTA Annual Conference web page, TXTA Annual Conference App, TruckADVISOR, email blasts to membership and conference wrap-up (email and web page)

### Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on golf swag bag card
- Opportunity to place company materials and/or promotional items in golf swag bags
- Recognition as presenting host during event and awards ceremony

## Golf Lunch Sponsor • \$5,000

Sponsorship of Lunch During TruckPAC Golf Tournament

### Print and Digital Recognition

- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### Event Recognition

- Company logo and/or company name displayed on signage
- Opportunity to place company materials and/or promotional items on lunch tables
- Recognition in remarks during awards ceremony
- Sponsorship counts towards TruckPAC committee level commitment

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## **Golf Beverage Cart Host • \$3,500**

Sponsorship of Beverage Cart During TruckPAC Golf Tournament

### **Print and Digital Recognition**

- Company logo and/or company name on beverage cart signs
- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Opportunity to place company materials and/or promotional items in golf swag bags
- Recognition in remarks during awards ceremony
- Sponsorship counts towards TruckPAC committee level commitment

## **Golf Breakfast Sponsor • \$3,500**

Sponsorship of Breakfast During TruckPAC Golf Tournament

### **Print and Digital Recognition**

- Company logo and/or company name displayed on signage
- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Opportunity to place company materials and/or promotional items on breakfast tables
- Recognition in remarks during awards ceremony
- Sponsorship counts towards TruckPAC committee level commitment

## **Golf Gift • \$2,500**

Exclusive Sponsorship of Gifts for TruckPAC Golf Tournament Participants

### **Print and Digital Recognition**

- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Company logo and/or company name printed on gift tag
- Recognition in remarks during event
- Sponsorship counts towards TruckPAC committee level commitment

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## **Golf Hole Challenge Host • \$2,500**

Sponsorship of One of Six Contests During Tournament: Longest Drive, Closest to Pin, Hole-in-One, Longest Putt, Beat the Pro and Putting Contest

### **Print and Digital Recognition**

- Company logo and/or company name printed on challenge sign
- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Opportunity to host their “experience” for tournament participants, valuable networking time!
- Opportunity to display company banners and/or signs on their tee box
- Opportunity to place company materials and/or promotional items in golf swag bags
- Recognition in remarks during event
- Sponsorship counts towards TruckPAC committee level commitment

## **Golf Ball Sponsor • \$1,000**

Exclusive Sponsorship of Golf Balls

### **Print and Digital Recognition**

- Company logo and/or company name printed on golf balls provided in player gift bags
- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Opportunity to place company materials and/or promotional items in golf swag bags
- Recognition in remarks during event
- Sponsorship counts towards TruckPAC committee level commitment

## **Golf Hole Sponsor • \$500**

Sponsorship of One Golf Hole During TruckPAC Golf Tournament

### **Print and Digital Recognition**

- Company logo and/or company name on sponsored hole sign
- Recognition on PAC Golf web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials\*

### **Event Recognition**

- Opportunity to place company materials and/or promotional items in golf swag bags
- Recognition in remarks during event
- Sponsorship counts towards TruckPAC committee level commitment

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