

TXTA 2023

Main Event Sponsorships

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

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

continued

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

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

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continued

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

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

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