



SMC/FMC FALL SEMINAR 2025

SPONSORSHIP OPPORTUNITIES & BENEFITS

Embassy Suites San Marcos | October 1–3, 2025

Presenting Sponsor \$2,500

Exclusive sponsorship of the SMC/FMC Fall Seminar with maximum recognition across print and digital platforms

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name prominently displayed during seminar, including signs and screens
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name prominently displayed during seminar
- Recognition of Presenting sponsorship on stage during seminar
- Opportunity for brief remarks at the seminar kick-off Thursday morning
- Exhibitor booth

SMC/FMC Awards Dinner Sponsor \$1,500 | (2 Available)

Premier sponsorship of the SMC/FMC Fall Seminar Awards Dinner, offering high-profile recognition during an evening honoring industry excellence

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name prominently displayed during the Awards Dinner
- Recognition of Awards Dinner sponsorship during remarks

SMC/FMC Luncheon Sponsor \$1,500 | (2 Available)

QUESTIONS: Please contact TXTA Membership & Events

Ann Quass, Director of Membership Engagement: ann@texastrucking.com or (512) 982-7473



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Premier sponsorship of the SMC/FMC Fall Seminar Luncheon with premium recognition in print, digital, and on-site channels during a high-visibility networking event

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed on luncheon signage
- Recognition of Luncheon sponsorship during remarks

Casino Night Social Sponsor \$1,500 | (2 Available)

Premier sponsorship of the SMC/FMC Fall Seminar Casino Night Social with high-impact branding during a premier networking and entertainment event

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name prominently displayed during Casino Night Social, including signage
- Recognition of Casino Night Social sponsorship during remarks

Welcome Reception Sponsor \$1,000 (2 Available)

Signature sponsorship of the SMC/FMC Fall Seminar Welcome Reception, providing premier visibility during the event's first major networking opportunity

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

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- Company logo and/or name prominently displayed during the Welcome Reception
- Recognition of Welcome Reception sponsorship during remarks

Bar Sponsor \$1,000 (2 Available)

Signature sponsorship of the SMC/FMC Fall Seminar bar service, providing visible brand placement during key networking and social opportunities

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name prominently displayed at all event bars, including signage
- Recognition of Bar sponsorship during remarks

Coffee Break/Refreshment Sponsor \$500 | (2 Available) ~~SOLD OUT~~

Featured sponsorship of the SMC/FMC Fall Seminar coffee and/or refreshment breaks, keeping attendees energized and your brand front-and-center.

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed on coffee break signage at refreshment stations
- Recognition of Coffee Break sponsorship during remarks

General Session Sponsor \$500 | (4 Available)

Supporting sponsorship of a general session at the SMC/FMC Fall Seminar with high visibility in front of all attendees during a key program segment.

Print and Digital Recognition

- Company name on web registration page

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- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed during the general session, including signage and ballroom screens
- Recognition of General Session sponsorship on stage during session introduction

Breakout Session Sponsor \$250 | (4 Available)

Supporting sponsorship of a breakout session at the SMC/FMC Fall Seminar with targeted branding in a focused learning environment.

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine
- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed in breakout session room signage
- Recognition of Breakout sponsorship during remarks

Golf Hole Experience Sponsor \$1,000 | (4 Available)

Sponsorship of a golf hole experience. Bring a pop-up tent and swag if you'd like and hang out at a hole while interacting with all of the golfers

Print and Digital Recognition

- Company name on web registration page
- Company logo and/or name listed in printed seminar materials
- Company logo and/or name featured in *The Steering Wheel* magazine

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- Company logo and/or name on digital platforms, including TruckADVISOR, social media, email blasts to membership, and seminar wrap-up

Event Recognition

- Company logo and/or name displayed on signage at the hole
- Recognition of sponsorship during seminar remarks

Golf Hole Sponsor \$250 | (18 Available)

Sponsorship of One Golf Hole During the Golf Scramble

Print and Digital Recognition

- Company logo and/or company name on sponsored hole sign
- Recognition on event registration webpage
- Recognition in *The Steering Wheel* magazine
- Recognition in seminar printed materials and seminar wrap-up

Event Recognition

- Company logo and/or name displayed on signage at the hole
- Recognition of sponsorship during seminar remarks