



IOWA MOTOR TRUCK ASSOCIATION

**CORNERSTONE
SPONSORSHIP**
Program

2018

CORNERSTONE SPONSORSHIP



Iowa Trucking Industry's Premier & All-Inclusive Program to Maintain Current Business Relationships & Create New Growth Opportunities

The Cornerstone Sponsorship Program was created for Allied members to achieve maximum year-round exposure while directly impacting Iowa's trucking industry and the Iowa Motor Truck Association. This proven program continues to bring sponsorship success year after year.

IMTA members who choose to join the Cornerstone Sponsorship Program gain tremendous year-round exposure through the association. This extra exposure is certain to strengthen current business relationships while creating opportunities to grow new business.

IMTA'S COMMITMENT

The IMTA is committed to helping its Allied members receive the highest return on investment possible from their involvement with the association. The IMTA Cornerstone Sponsorship Program is the single greatest opportunity IMTA has available to help companies achieve this.

IMTA will continuously inform sponsors of what they can be doing to get the most out of their sponsorship, while ensuring their sponsorship benefits are fulfilled.

PROGRAM BENEFITS

IMTA's Cornerstone Sponsorship Program is a convenient one-year packaged sponsorship, that is easily taken care of with one check. The program is divided into six different sponsorship packages with unique opportunities in each package. Sponsors are given exclusive benefits only available in the Cornerstone Sponsorship Program.

Any organization looking to efficiently promote their organization, grow their business, and support IMTA should not waste any time. Join the Cornerstone Sponsorship Program today!



CORNERSTONE SPONSORSHIP

PLATINUM SPONSOR \$25,000

- Truck PAC Iowa Golf Outing --- Event Sponsor
- Iowa Truck Driving Championships --- Platinum Sponsor
- Management Conference --- Platinum Sponsor
- Management Conference --- Up to \$2,500 towards Conference Registrations (not including golf)
- Mini-Conference Sponsor (3)
- IMTA Leadership Class Sponsor
- Signage inside the IMTA office & at all events
- Recognition at IMTA Board of Directors meetings
- Logo on IMTA website with link to company site, including homepage
- Listed in every issue of the Lifeline Magazine
- Full-page advertisement in the Lifeline Magazine for a full year
- Logo in InfoFlash e-newsletter with link to company site
- Listed in IMTA membership marketing materials

EXECUTIVE SPONSOR \$15,000

- Truck PAC Iowa Golf Outing --- Event Sponsor
- Iowa Truck Driving Championships --- Platinum Sponsor
- Management Conference --- Gold Sponsor
- Management Conference --- Up to \$2,000 towards Conference Registrations (not including golf)
- Mini-Conference Sponsor (3)
- Logo on IMTA website with link to company site
- Listed in every issue of the Lifeline Magazine
- Half-page advertisement in the Lifeline Magazine for a full year
- Listed in IMTA membership marketing materials

SIGNATURE SPONSOR \$12,000

- Truck PAC Iowa Golf Outing --- Event Sponsor
- Iowa Truck Driving Championships --- Gold Sponsor
- Management Conference --- Gold Sponsor
- Management Conference --- Up to \$1,500 towards Conference Registrations (not including golf)
- Mini-Conference Sponsor (2)
- Logo on IMTA website with link to company site
- Listed in every issue of the Lifeline Magazine
- Quarter-page advertisement in the Lifeline Magazine for a full year
- Listed in IMTA membership marketing materials

PATRON SPONSOR \$8,000

- Truck PAC Iowa Golf Outing --- Event Sponsor
- Iowa Truck Driving Championships --- Gold Sponsor
- Management Conference --- Gold Sponsor
- Management Conference --- Up to \$1,000 towards Conference Registrations (not including golf)
- Mini-Conference Sponsor (1)
- Logo on IMTA website with link to company site
- Listed in every issue of the Lifeline Magazine
- 15% off Lifeline advertising
- Listed in IMTA membership marketing materials

ASSOCIATE SPONSOR \$5,000

- Truck PAC Iowa Golf Outing --- Event Sponsor
- Iowa Truck Driving Championships --- Silver Sponsor
- Management Conference --- Silver Sponsor
- Management Conference --- Up to \$500 towards Conference Registrations (not including golf)
- Logo on IMTA website with link to company site
- Listed in every issue of the Lifeline Magazine
- 10% off Lifeline advertising
- Listed in IMTA membership marketing materials

COLLEAGUE SPONSOR \$2,500

- Truck PAC Golf Outing --- Event Sponsor
- Iowa Truck Driving Championships --- Bronze Sponsor
- Management Conference --- Bronze Sponsor
- Logo on IMTA website with link to company site
- Listed in every issue of the Lifeline Magazine
- Listed in IMTA membership marketing materials

>>> **BENEFITS START OCTOBER 1, 2017 & END SEPTEMBER 30, 2018** <<<



CORNERSTONE SPONSORSHIP

SPONSOR INFORMATION

Company

Mailing Address

City, State & Zip

Email Address

Phone Number

Company Website

Contact

Signature

Date

As a sponsor of the IMTA Cornerstone Sponsorship Program, I agree to the terms specific to my sponsorship, as outlined, and commit to the program at the designated level below during the IMTA's 2018 fiscal year (October 1, 2017 to September 30, 2018).

COMMITMENT FORM DEADLINE: SEPTEMBER 30, 2017

- PLATINUM SPONSOR --- \$25,000
- EXECUTIVE SPONSOR --- \$15,000
- SIGNATURE SPONSOR --- \$12,000
- PATRON SPONSOR --- \$8,000
- ASSOCIATE SPONSOR --- \$5,000
- COLLEAGUE SPONSOR --- \$2,500

PAYMENT INFORMATION

- CHECK PAYMENT ENCLOSED
- INVOICE
- PROCESS CREDIT CARD INFORMATION

Credit Card #

Exp. Date.

CVV #

Billing Zip Code

Name on Card

Signature

QUESTIONS