

# cornerstone sponsorship program

2021  
details &  
benefits

Developed in 2011, the Cornerstone Sponsorship Program was created for Allied Division members wanting to receive consistent year-round exposure with the convenience of writing one annual sponsorship check while supporting the mission of the Iowa Motor Truck Association --- "promoting the success of the trucking industry in Iowa."

IMTA members who choose to join the Cornerstone Sponsorship Program receive benefits exclusive to the program. With the extra exposure from the Cornerstone Sponsorship Program, sponsors are certain to strengthen and deepen current business relationships while creating new business connections.

This popular program continues to grow each year and produce sponsorship success --- see just what it can do for your company in 2021 and become a sponsor today!

## commitment

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

Cornerstone Sponsors receive exclusive IMTA updates to continually inform their companies on how they can get the most out of their sponsorship and ensuring the sponsorship benefits are satisfied.

## benefits

IMTA's Cornerstone Sponsorship Program is divided into six different sponsorship packages with exclusive opportunities in each package.

Sponsors are given unique benefits only available to Cornerstone Sponsors with the convenience of paying with one annual check.

**Benefits start October 1, 2020 and conclude September 30, 2021** --- so you better act fast to take advantage of your benefits right away!

in 2020

40 companies committed  
to the IMTA Cornerstone  
Sponsorship Program

**commitment deadline  
date:** september 30, 2020



# cornerstone sponsorship program

## 2021 details & benefits

### Platinum Sponsor Level \$25,000

#### events

- » IMTA Leadership Class --- Exclusive Event Sponsor
- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Iowa Truck Driving Championships --- Platinum Sponsor
- » Maintenance Technician Competition --- General Event Sponsor
- » LEAD IMTA Conference --- General Event Sponsor
- » Management Conference --- Platinum Sponsor & Up to \$2,500 Towards Conference Registrations (not including golf)
- » IMTA Board of Directors Meetings --- Exclusive Event Sponsor & Special Recognition During Meeting

#### communications / additional exposure

- » Full-page advertisement in Lifeliner magazine
- » Listed in every issue of the Lifeliner Magazine
- » Signage inside the IMTA office & at all events
- » Logo in IMTA e-newsletters with link to company site
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials

### Executive Sponsor Level \$15,000

#### events

- » Iowa Truck Driving Championships --- Gold Sponsor
- » Management Conference --- Gold Sponsor & Up to \$1,500 Towards Conference Registrations (not including golf)

#### PICK THREE additional event sponsorships:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Technician Competition --- General Event Sponsor
- » LEAD IMTA Conference --- General Event Sponsor

#### communications / additional exposure

- » Listed in every issue of the Lifeliner Magazine
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials

### Signature Sponsor Level \$12,000

#### events

- » Iowa Truck Driving Championships --- Gold Sponsor
- » Management Conference --- Gold Sponsor & Up to \$1,000 Towards Conference Registrations (not including golf)

#### PICK TWO additional event sponsorships:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Technician Competition --- General Event Sponsor
- » LEAD IMTA Conference --- General Event Sponsor

#### communications / additional exposure

- » Listed in every issue of the Lifeliner Magazine
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials



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## 2021 details & benefits

### Patron Sponsor Level \$8,000

#### events

- » Iowa Truck Driving Championships --- Silver Sponsor
- » Management Conference --- Silver Sponsor

#### PICK THREE additional event sponsorships:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Technician Competition --- General Event Sponsor
- » LEAD IMTA Conference --- General Event Sponsor

#### communications / additional exposure

- » Listed in every issue of the Lifeline Magazine
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials

### Associate Sponsor Level \$5,000

#### events

- » Iowa Truck Driving Championships --- Bronze Sponsor
- » Management Conference --- Bronze Sponsor

#### PICK TWO additional event sponsorships:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Technician Competition --- General Event Sponsor
- » LEAD IMTA Conference --- General Event Sponsor

#### communications / additional exposure

- » Listed in every issue of the Lifeline Magazine
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials

### Colleague Sponsor Level \$2,500

#### events

- » Management Conference --- Bronze Sponsor

#### communications / additional exposure

- » Listed in every issue of the Lifeline Magazine
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials

#### Questions?

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(515) 244-5193

## commitment deadline date: september 30, 2020



# cornerstone sponsorship program

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Company Website \_\_\_\_\_

Contact \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

# 2021 sponsor info form

**Deadline:**  
September 30, 2020

As a sponsor of the IMTA Cornerstone Sponsorship Program, you agree to the terms specific to the sponsorship, as outlined, and commit to the program at the designated level on this form during the IMTA's 2021 fiscal year (October 1, 2020 to September 30, 2021).

## commitment level

Place a checkmark in the appropriate boxes below that coincide with your sponsorship commitment level.

Platinum Sponsor  
\$25,000

Executive Sponsor  
\$15,000

Select **THREE**  
additional events to  
complete benefits.

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- LEAD IMTA Conference

Signature Sponsor  
\$12,000

Select **TWO**  
additional events to  
complete benefits.

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- LEAD IMTA Conference

Patron Sponsor  
\$8,000

Select **THREE**  
additional events to  
complete benefits.

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- LEAD IMTA Conference

Associate Sponsor  
\$5,000

Select **TWO**  
additional events to  
complete benefits.

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- LEAD IMTA Conference

Colleague Sponsor  
\$2,500

## Questions & Completed Forms

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