

cornerstone sponsorship program

2023
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 2023 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, 2022 and conclude September 30, 2023 --- so you better act fast to take advantage of your benefits right away!

in 2022

record breaking
participation

in the IMTA Cornerstone
Sponsorship Program

commitment deadline
date: september 30, 2022
invoices to be mailed october 1, 2022

Platinum Sponsor Level \$25,000

events

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

communications / additional exposure

- » Full-page advertisement in Lifeliner magazine (4 issues)
- » Listed in every issue of the Lifeliner Magazine (4 issues)
- » 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)
- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Technician Competition --- General Event Sponsor
- » Leadership Conference --- General Event Sponsor

communications / additional exposure

- » Half-page advertisement in Lifeliner magazine (4 issues)
- » Listed in every issue of the Lifeliner Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials

Signature Sponsor Level \$10,000

events

- » Iowa Truck Driving Championships --- Gold Sponsor
- » Management Conference --- Gold Sponsor & Up to \$1,000 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
- » Leadership Conference --- General Event Sponsor

communications / additional exposure

- » Listed in every issue of the Lifeliner Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials



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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
- » Leadership Conference --- General Event Sponsor

communications / additional exposure

- » Listed in every issue of the Lifeliner Magazine (4 issues)
- » 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
- » Leadership Conference --- General Event Sponsor

communications / additional exposure

- » Listed in every issue of the Lifeliner Magazine (4 issues)
- » 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 Lifeliner Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Listing in IMTA marketing materials

Questions?

Allison Meiners
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(515) 244-5193

commitment deadline
date: september 30, 2022
invoices to be mailed october 1, 2022



cornerstone sponsorship program

Company _____

Mailing Address _____

City, State & Zip _____

Email Address _____

Phone Number _____

Company Website _____

Contact _____

Signature _____

Date _____

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

Signature Sponsor
\$10,000

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

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- Leadership Conference

Patron Sponsor
\$8,000

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

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- Leadership Conference

Associate Sponsor
\$5,000

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

- Safety Professionals Conference
- Truck PAC Golf Outing
- Maintenance Technician Competition
- Leadership Conference

Colleague Sponsor
\$2,500

2023 sponsor info form

Deadline:
September 30, 2022

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 2023 fiscal year (October 1, 2022 to September 30, 2023).

Questions & Completed Forms

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