

Iowa Motor Truck Association

CORNERSTONE SPONSORSHIP PROGRAM

2019 Program Details & Benefits

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The Cornerstone Sponsorship Program was created for Allied 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. This popular program continues to grow each year and produce sponsorship success.

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

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 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 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.

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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 Lifeliner Magazine
- Full-page advertisement in the Lifeliner 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 Lifeliner Magazine
- Half-page advertisement in the Lifeliner 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 Lifeliner Magazine
- Quarter-page advertisement in the Lifeliner 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 Lifeliner Magazine
- 15% off Lifeliner 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 Lifeliner Magazine
- 10% off Lifeliner 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 Lifeliner Magazine
- Listed in IMTA membership marketing materials

// Benefits Start **OCTOBER 1, 2018** and End **SEPTEMBER 30, 2019** //

CORNERSTONE SPONSORSHIP PROGRAM

2019 Commitment Form

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 2019 fiscal year (October 1, 2018 to September 30, 2019).

- 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

If credit card information is not provided, an invoice will be issued.

Credit Card #

Expiration Date

CVV #

Billing Zip Code

Name on Card

Signature

**COMMITMENT
FORM
DEADLINE:
SEPTEMBER 30, 2018**

QUESTIONS?

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