



---

# ANNUAL SPONSORSHIP

## OPPORTUNITIES & EVENT INFORMATION

---

# 2020

3909 North Lindsay Avenue Oklahoma City, OK 73105  
Phone: (405) 525.9488 | [www.oktrucking.org](http://www.oktrucking.org)

## | WHY SPONSOR OTA EVENTS?

Sponsoring OTA and its events are a great way to show that you care about the trucking industry and the organization that supports it. Sponsorship gives you the opportunity to communicate directly with your target market, gain exposure with your potential customers and build a positive reputation among OTA members.

## | WHAT ARE ANNUAL SPONSORSHIPS?

Annual sponsorships provide companies with a high-level, multi-faceted opportunity to support the ongoing mission of OTA, as well as supporting OTA events that offer face-to-face relationship building and brand enhancement. Event sponsorship is a more affordable option for companies to focus their marketing dollars on more defined audiences and issues.

## | MAKE THE MOST OF YOUR SPONSORSHIP

Sponsors at higher levels of support benefit from consultation and brainstorming with OTA staff to develop customized options for brand visibility.

## **2020 *EVENT SPONSORSHIPS***

- 
- Safety Awards Banquet
  - Truck Driving Championship
  - Annual Convention
  - Golf Tournaments
  - Clay Shoot
  - SuperTech Competition

# | 2020 ANNUAL SPONSORSHIPS

Annual sponsorships provide consistent, year-long exposure to OTA members through event sponsorships and logo recognition on the OTA website and quarterly publication of the Oklahoma Motor Carrier. Comprehensive and multi-faceted, annual sponsorships offers sponsors the best value for their marketing dollars and the opportunity to build visibility among a variety of audiences. All annual sponsorships include: prominent recognition at all events, including PowerPoints (where available), placement of promotional items in goody bags, and color logo on banners displayed during golf tournaments. See event details for specific sponsorship opportunities.

EVENT BENEFITS	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500
MIDWINTER CONFERENCE COMPLIMENTARY REGISTRATIONS	5	2	1	1
SAFETY AWARDS BANQUET	8	4	2	1
TRUCK DAY AT THE CAPITOL RECOGNITION	▶	▶	▶	▶
OPPORTUNITY TO DISPLAY TRUCK ON COURSE AT TDC	▶	▶	▶	▶
TRUCK DRIVING CHAMPIONSHIPS AWARDS BANQUET	8	4	2	
GRAND SPONSOR LISTING AT TWO GOLF TOURNAMENTS	▶			
HOLE SPONSORSHIP AT TWO GOLF TOURNAMENTS	▶	▶	▶	▶
COMPLIMENTARY REGISTRATIONS TO TWO GOLF TOURNAMENTS	2 Teams of 4	1 Team of 4		
ANNUAL CONVENTION COMPLIMENTARY REGISTRATIONS	5	4	1	1
RED VEST BANQUET TICKETS	8	4	2	1
SHOOTING STATION SPONSORSHIP AT CLAY SHOOT	▶	▶	▶	▶
COMPLIMENTARY REGISTRATION FOR CLAY SHOOT	2 Teams of 4	1 Team of 4		
COMPLIMENTARY SUPERTech REGISTRATION	2	1		
OPPORTUNITY TO ATTEND ANNUAL VIP EVENTS	▶			

# MIDWINTER CONFERENCE & SAFETY AWARDS

The Midwinter Conference is an annual event made up of educational sessions that focus on industry issues and legislative affairs. The close of the conference is marked by the Safety Awards Banquet recognizing safe drivers and carriers. Conference registration includes a ticket to Safety Awards Banquet.

## Average Attendance Numbers:

Conference: 75

Banquet: 250

.....

MIDWINTER CONFERENCE							SAFETY BANQUET		
BENEFITS	GRAND \$4,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$750	MEDIA \$250	EXHIBITOR \$150	BANQUET \$3,000	SAFETY \$1,000	COMPANY \$500
Complimentary Registrations	4	2	1						
Complimentary Banquet Tickets	8						8	4	2
Recognition at Event	▶	▶		▶			▶	▶	
Sponsor Page on PPT	▶	▶					▶		
Logo/Name on PPT								Logo	Name
Logo in Program	▶		▶		▶				
Name in Program			▶	▶			▶		
Items in Goody Bags	▶	▶	▶						
Exhibit Table	Optional					▶			

## Other Opportunity

**\$1,000 Corporate Donor**

**\*New Members Only\***

**1 year OTA Membership**

**Name recognition on Conference Program**

**One Complimentary Registration**

**Inquire for Details**

## Truck Day @ Capitol Sponsorship

**\$500 Logo Sponsor (8 Available)**

Color logo on OTA Legislative Leave Behind Card

**TRUCKING IN OKLAHOMA FACTS**

**OKLAHOMA JOBS**  
Oklahoma's employment totals 2.6 million in 2013. 24% of all jobs are in the transportation and logistics industry. Source: BLS.gov

**OKLAHOMA REVENUE**  
As of April 2013, there were 16,480 trucking companies located in Oklahoma. These companies are serving a wide range of customers both large and small. Source: American Transportation Research Institute

**TRUCKING TRAILERS**  
In 2014, the trucking industry in Oklahoma generated approximately \$22.7 billion in federal and state highway taxes. This is a significant contribution to the state's infrastructure. Source: Oklahoma Department of Transportation

**OKLAHOMA TRUCKING**  
The Oklahoma Trucking Association (OTA) is a non-profit organization that represents the interests of the trucking industry in Oklahoma. The OTA works to promote the industry and to ensure that the needs of the industry are met. Source: oktrucking.org

**DO YOU KNOW?**  
1 million accident-free miles represents about 40 times around the Earth's circumference (24,901 miles) in the trucking industry. Source: OTA

**Oklahoma Trucking Association**

Sponsored By:

Approximate Logo Size: 100px x 100px

3909 North Lindsay Avenue  
Oklahoma City, OK 73105  
(405) 525-9488  
www.oktrucking.org  
The Voice of Trucking Since 1932

# | TRUCK DRIVING CHAMPIONSHIPS

The Oklahoma Trucking Association and Oklahoma Safety & Security Council hosts the state Truck Driving Championships. This two-day event challenges professional drivers with a written exam, pre-trip inspection, and maneuvering through a skills course. At the conclusion of the competition we celebrate the accomplishments of these safe drivers with an awards ceremony. Winners of each class will go on to compete in the ATA National Truck Driving Championships.

## Average Attendance Numbers:

Driver Registrations: 115

Banquet: 400

.....

BENEFITS	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,000	SUPPORTERS \$500	MEDIA \$250
Complimentary Banquet Tickets	6	4	2		
Recognition at Event	▶	▶			
Commemorative Shirt Listing	Name	Name			
Banquet Program Recognition	Half Page Ad	Quarter Page Ad	Name	Name	Business Card Ad
Banquet PPT	Logo	Name	Name	Logo	
Driver Goody Bag Item	▶	▶	▶		

## Other Opportunity

**\$1,000 Corporate Donor**

**\*New Members Only\***

**1 year OTA Membership**

**One Complimentary Banquet Ticket**

**Company Listing on PPT**

**Inquire for Details**

# | SUMMER SHOOT-OUT & CONVENTION CLASSIC

The OTA has two annual golf tournaments: the Summer Shoot-Out and the Fall Convention Classic. These events are geared toward networking between our allied and carrier members. Each tournament features a shotgun start and concludes with an awards ceremony.

Average Attendance Numbers:  
Summer Shoot-Out: 75  
Fall Classic: 70



BENEFITS	HOST \$1,500	CLASSIC \$1,100	CART \$650	LUNCH \$600	TEAM \$550	TEE BOX \$300	HOLE \$150	GOODY BAG \$50
Complimentary Registrations	8	4			4			
Recognition at Event	▶	▶	▶	▶				
Logo/Name on Banner	Logo	Name						
Specific Signage on Event			Beverage Cart	Lunch		Tent on Tee Box		
Hole Sponsor Sign	▶	▶				▶	▶	
Goody Bag Item	▶	▶	▶	▶		▶	▶	▶

## Other Opportunity

\$1,000 Corporate Donor  
\*New Members Only\*  
1 year OTA Membership  
One Complimentary Registration  
Name Listed at Event  
Inquire for Details

# ANNUAL CONVENTION & RED VEST BANQUET

The Annual Convention is a two-day annual event where members gather for networking one on one with senior level executives and owner-operators. The convention is concluded with the Red Vest Banquet, featuring entertainment and honoring OTA's outgoing Chairman. Conference registration includes a ticket to the Red Vest Banquet.

## Average Attendance Numbers:

Convention: 75

Banquet: 100

.....

ANNUAL CONVENTION						WELCOME	RED VEST BANQUET		
BENEFITS	PLATINUM \$7,500	DIAMOND \$5,500	GOLD \$3,500	SILVER \$2,500	BRONZE \$1,000	RECEPTION \$4,000	ENTERTAINMENT \$2,000	BUSINESS \$500	MEDIA \$250
Complimentary Registrations	4	4	2	1	1	4	1		
Complimentary Banquet Tickets	8	4	2	1	1		1	2	
Recognition at Event	▶	▶	▶	▶		▶	▶		
Commercial during Event	▶	▶							
Complimentary Golf Registrations	8	4							
Sponsor Page on PPT	▶		▶	▶			▶		▶
Logo/Name on PPT		Logo	Logo		Name	Logo		Name	
Logo/Name in Program	▶	Logo	▶	Name	Name	Logo			
Exhibit Table	Optional								

## Other Opportunity

\$1,000 Corporate Donor

\*New Members Only\*

1 year OTA Membership

One Complimentary Registration

Sponsor Page Ad on RV PPT

Inquire for Details

## Exhibitor Table

\$150

Table for Company Rep

Lunch for One

# | FALL CLAY SHOOT

The Fall Clay Shoot is OTA’s newest event. This half-day event is an annual event that offers great networking opportunity as well as a great way to support your association. Attendees gather for a fun day of marksmanship during the crisp fall weather. Sponsors can leverage this event while introducing themselves to new contacts who don’t ordinarily attend golfing events.

Average Attendance Number:  
30



BENEFITS	HOST \$3,000	SHELL \$2,250	CLASSIC \$1,500	LUNCH \$1,000	TEAM \$550	BEVERAGE \$500	STATION \$150	SAFETY \$50
Complimentary Registrations	4	4	2		4			
Recognition at Event	▶		▶	▶		▶		
Station Sponsor Sign	Logo	Name					Name	
Specific Signage on Event	Lunch	Lunch	Lunch	Lunch		Beverage Station		Safety Table
Safety Meeting Recognition								▶
Goody Bag Item	▶							

## Other Opportunity

\$1,000 Corporate Donor  
\*New Members Only\*  
1 year OTA Membership  
One Complimentary Registration  
Name Listed at Event  
Inquire for Details



# | TMC SUPERTECH COMPETITION

The SuperTech Competition is held annually at the Francis Tuttle Diesel Center. Competition is limited to 42 professional technicians, trailer technicians, and career tech students competing for a first-place prize. Participants rotate through 15 stations, 14 of which are hands-on, plus a written test. Each individual will be competing for the honor of representing Oklahoma as our State Champion in the National SuperTech Competition.

Attendance Number:  
Competitors: 42



BENEFITS	Platinum \$1,000	Gold \$750	Silver \$500	Bronze \$250
Recognition at Event	▶	▶		
Logo on Marketing Items	▶			
Optional Banner at Event	▶	▶		
Display Promo Materials at Event	▶	▶	▶	
Complimentary Registrations	2	1		

# | PUBLICATIONS

The OTA has two publications: the annual Membership Directory, and the Oklahoma Motor Carrier Magazine.

Oklahoma Motor Carrier Magazine is produced quarterly and mailed directly to members and statewide associations. Throughout the year, the publication is used to promote our industry through events and community outreach programs.

Printed/Mailed: 700 | Readership Quarterly: 5,350

.....

## OKLAHOMA MOTOR CARRIER MAGAZINE

FREQUENCY	1X	4X	8X
Full Page	\$685	\$625	\$575
Half Page Horizontal	\$350	\$325	\$300
Quarter Page	\$300	\$250	\$235
Business Page	\$200	\$150	\$140
Inside Front Cover		\$800	\$775
Center Spread		\$1,875	\$1,700
Inside Back Cover		\$800	\$775
Back Cover		\$900	\$875

### Art Deadline

Q1 Winter: March 15

Q2 Spring: June 15

Q3 Summer: September 15

Q4 Fall: December 15

### Mailed

April

July

October

January

## ANNUAL MEMBERSHIP DIRECTORY

Available through Third-Party Vendor

Pricing Available Upon Request

The directory is mailed to all OTA members and new members who join throughout the year.

Printed/Mailed: 500 | Readership: 2,750

## POSITION & PLACEMENT

An ad's preferred placement is based on current available space. If you have questions about your ad position, please contact Rebecca Chappell at (405) 525-9488 x1 or [RebeccaChappell@oktrucking.org](mailto:RebeccaChappell@oktrucking.org) for current availability.

# | DIGITAL MARKETING

## OTA Website

The Oklahoma Trucking Association website is a major portal connecting users seeking information about the trucking industry, and our impact in Oklahoma. Advertising on our webpage ensures visibility to our diverse membership and the general public. Options include sponsorship on our main webpage and subsequent internal pages.

Over 100,000 Annual Page Views

## Weekly Tip Sheet

This weekly email includes announcements and updates affecting all of the trucking industry including OT events, upcoming programs, legislative updates, and immediate industry news. The OTA tip sheet is broadcast to all of team members and other state associations. Advertisers have prominent placement on the sidebar panel of the tip sheet.

Over 500 emailed, weekly Tuesday (Average open rate 30%, Constant Contact All Star Winner )

---

### OTA Website Advertising

#### \$1,200 Presenting Top Banner Rotating Sponsor (3 Available)

Full color banner ad with 5 second rotation  
Direct ad link to business website  
Duration: Annual

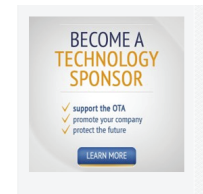
#### \$800 Interior Page Sponsor (2 Available)

Full color ad on internal page  
Direct ad link to business website  
Duration: Annual



Banner Example

### Interior Example



### Tip Sheet Example

[Events Calendar](#)

**PAID ADVERTISEMENT**



### Weekly Tip Sheet Advertising

#### \$100 Monthly Side Bar Ad

Prominent placement of ad in tip sheet  
Direct link to company website

#### \$800 Annual Side Bar Ad Sponsor (1 Available)

Side bar ad spot featuring your business information  
Direct link to company website



# | INTERESTED IN SPONSORING?

## ANNUAL SPONSORSHIP

___ Platinum	\$20,000
___ Gold	\$15,000
___ Silver	\$10,000
___ Bronze	\$7,500

## TRUCK DRIVING CHAMPIONSHIP

___ Platinum	\$3,000
___ Gold	\$2,000
___ Silver	\$1,000
___ Supporters	\$500
___ Media	\$250

## GOLF TOURNAMENTS (PER TOURNAMENT)

___ Host	\$1,500
___ Classic	\$1,100
___ Cart	\$650
___ Lunch	\$600
___ Team	\$550
___ Tee Box	\$300
___ Hole	\$150
___ Goody Bag	\$50

## FALL CLAY SHOOT

___ Host	\$3,000
___ Shell	\$2,250
___ Classic	\$1,500
___ Lunch	\$1,000
___ Team	\$550
___ Beverage	\$500
___ Station	\$150
___ Safety	\$50

## TMC SUPERTech COMPETITION

___ Platinum	\$1,000
___ Gold	\$750
___ Silver	\$500
___ Bronze	\$250

## MIDWINTER CONFERENCE

___ Grand	\$4,000
___ Gold	\$2,000
___ Silver	\$1,000
___ Bronze	\$750
___ Media	\$250
___ Exhibitor	\$150

## SAFETY AWARDS BANQUET

___ Banquet	\$3,000
___ Safety	\$1,000
___ Company	\$500

## TRUCK DAY @ CAPITOL

___ Logo on Legislative Card	\$500
------------------------------	-------

## ANNUAL CONVENTION

___ Platinum	\$7,500
___ Diamond	\$5,500
___ Gold	\$3,500
___ Silver	\$2,500
___ Bronze	\$1,000
___ Exhibitor	\$150

## RED VEST BANQUET

___ Entertainment	\$2,000
___ Business	\$500
___ Media	\$250

## WELCOME RECEPTION

___ Welcome Event	\$4,000
-------------------	---------

## BILLING FREQUENCY

___ Annual
___ Semi-Annual
___ Quarterly
___ Monthly

## TOTAL COMMITMENT:

## SPONSORSHIP | COMMITMENT FORM

This form guarantees the investor an individual or annual event sponsorship at the level and with the recognition applicable for the specific program. By signing this commitment form, you have agreed to pay the above amount, unless otherwise stipulated.

## CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_