

EXPOSURE

RECOGNITION

INVOLVEMENT

OPPORTUNITY



# IMTA CORNERSTONE SPONSORSHIP PROGRAM

2016

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

## IMTA'S COMMITMENT

The IMTA is committed to helping its members gain the most from their involvement to help them find their niche in Iowa's trucking industry. The Cornerstone Sponsorship Program is the single greatest opportunity the IMTA has available to companies looking to promote their name and build better brand awareness.

Any organization doing business in trucking should consider the IMTA Cornerstone Sponsorship Program. And those looking for deeper market penetration or to get a start will find this program to be the perfect way to launch those efforts. The IMTA will ensure the benefits provided are fulfilled while keeping sponsors aware of what they can do to maximize their sponsorship.

## MORE INFORMATION

Use the contact information below if your company is interested in gaining more information about the IMTA Cornerstone Sponsorship Program and would like to arrange a meeting to discuss how it might fit within the dynamics of the program.

(515) 244-5193

[imta@iowamotortruck.com](mailto:imta@iowamotortruck.com)

# CORNERSTONE SPONSORSHIP PROGRAM

## MAXIMIZE YOUR EXPOSURE

The Iowa Motor Truck Association devised its Cornerstone Sponsorship Program to cast a spotlight over companies interested in impacting Iowa's trucking industry while supporting the IMTA.

Organizations electing to participate in the IMTA Cornerstone Sponsorship Program will gain year-round exposure through the IMTA that is certain to enhance current business relationships while helping generate new growth opportunities.

The heart of the program consists of an array of benefits that have been bundled to create a one-year, packaged sponsorship that gives companies maximum exposure:

- »»» Exclusive Signage
- »»» Event Sponsorships
- »»» Advertising Discounts
- »»» Complimentary Registrations
- »»» Listed in every issue of the Lifeline Magazine
- »»» Logo on IMTA Web site with a link to company site
- »»» Special Recognition with IMTA Board of Directors

Some of these benefits are only available through the IMTA Cornerstone Sponsorship Program, and they have been grouped into six different packages to help companies find their niche within the program.



# CORNERSTONE SPONSORSHIP PROGRAM PACKAGES

## PLATINUM SPONSOR

**\$25,000**

- IMTA Management Conference – Platinum Sponsor
- Iowa Truck Driving Championships – Platinum Sponsor
- Truck PAC Iowa Golf Outing – Event Sponsor
- IMTA Maintenance Professionals Conference Sponsor
- IMTA Safety Professionals Conference Sponsor
- 10 complimentary registrations to IMTA Mgmt. Conf.
- 4 full-page color advertisements in the Lifeliner
- Signage inside the IMTA office year-round
- Signage at IMTA events, education sessions & meetings
- Recognition at IMTA Board of Directors Meetings
- Logo on IMTA home page with link to company site
- Logo on IMTA Web site with link to company site
- Listed in every issue of the Lifeliner magazine
- Listed in InfoFlash e-newsletter with link to company site
- Listed in IMTA year-in-review membership book

## EXECUTIVE SPONSOR

**\$15,000**

- IMTA Management Conference – Gold Sponsor
- Iowa Truck Driving Championships – Platinum Sponsor
- Truck PAC Iowa Golf Outing – Event Sponsor
- IMTA Maintenance Professionals Conference Sponsor
- IMTA Safety Professionals Conference Sponsor
- 8 complimentary registrations to IMTA Mgmt. Conf.
- 2 full-page color advertisements in the Lifeliner
- Logo on IMTA Web site with link to company site
- Listed in every issue of the Lifeliner magazine
- Listed in IMTA year-in-review membership book

## SIGNATURE SPONSOR

**\$12,000**

- IMTA Management Conference – Gold Sponsor
- Iowa Truck Driving Championships – Gold Sponsor
- Truck PAC Iowa Golf Outing – Event Sponsor
- IMTA Maintenance Professionals Conference Sponsor
- 6 complimentary registrations to IMTA Mgmt. Conf.
- 1 full-page color advertisements in the Lifeliner
- Logo on IMTA Web site with link to company site
- Listed in every issue of the Lifeliner magazine
- Listed in IMTA year-in-review membership book

## PATRON SPONSOR

**\$8,000**

- IMTA Management Conference – Gold Sponsor
- Iowa Truck Driving Championships – Gold Sponsor
- Truck PAC Iowa Golf Outing – Event Sponsor
- IMTA Maintenance Professionals Conference Sponsor
- 4 complimentary registrations to IMTA Mgmt. Conf.
- 15% off full-year Lifeliner magazine ad contract
- Logo on IMTA Web site with link to company site
- Listed in every issue of the Lifeliner magazine
- Listed in IMTA year-in-review membership book

## ASSOCIATE SPONSOR

**\$5,000**

- IMTA Management Conference – Silver Sponsor
- Iowa Truck Driving Championships – Silver Sponsor
- Truck PAC Iowa Golf Outing – Event Sponsor
- 2 complimentary registrations to IMTA Mgmt. Conf.
- 10% off full-year Lifeliner magazine ad contract
- Logo on IMTA Web site with link to company site
- Listed in every issue of the Lifeliner magazine
- Listed in IMTA year-in-review membership book

## COLLEAGUE SPONSOR

**\$2,500**

- IMTA Management Conference – Bronze Sponsor
- Iowa Truck Driving Championships – Bronze Sponsor
- Truck PAC Iowa Golf Outing – Event Sponsor
- Logo on IMTA Web site with link to company site
- Listed in every issue of the Lifeliner magazine
- Listed in IMTA year-in-review membership book

# SPONSOR INFORMATION

Company \_\_\_\_\_

Street Address \_\_\_\_\_

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

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Contact \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Web site \_\_\_\_\_

# PAYMENT INFORMATION

Check Enclosed

Send Invoice

Credit Card

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

***Return completed and signed Cornerstone Sponsorship Program commitment form to:***

Iowa Motor Truck Association  
717 E. Court Avenue  
Des Moines, Iowa 50309

**E-mail:** [imta@iowamotortruck.com](mailto:imta@iowamotortruck.com)  
**Fax:** (515) 244-2204

# CORNERSTONE SPONSORSHIP PROGRAM

## 2016 COMMITMENT FORM

*As a sponsor of the Iowa Motor Truck Association 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 2016 fiscal year (October 1, 2015 to September 30, 2016).*

- Platinum Sponsor ..... \$25,000
- Executive Sponsor ..... \$15,000
- Signature Sponsor ..... \$12,000
- Patron Sponsor ..... \$8,000
- Associate Sponsor ..... \$5,000
- Colleague Sponsor ..... \$2,500

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_