



ANNUAL SPONSORSHIP

OPPORTUNITIES & EVENT INFORMATION

2023

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

| 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. See event details for specific sponsorship opportunities. Where available, virtual meeting events may be substituted for in-person events and recognition will be included for these events for the respective annual category level. (See next page for details).

Note: Sponsorships do not include annual dues & publication advertisements.

EVENT BENEFITS	PLATINUM \$21,500	GOLD \$16,500	SILVER \$11,500	BRONZE \$9,000
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

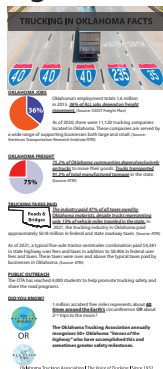
MIDWINTER CONFERENCE							SAFETY BANQUET		
BENEFITS	GRAND \$4,500	GOLD \$2,500	SILVER \$1,500	BRONZE \$800	MEDIA \$300	EXHIBITOR \$200	BANQUET \$3,500	SAFETY \$1,500	COMPANY \$550
Complimentary Registrations	4	2	1						
Complimentary Banquet Tickets	8						8	4	2
Recognition at Event	▶	▶		▶			▶	▶	
Sponsor Page on PPT	▶	▶					▶		
Logo/Name on PPT			Name					Logo	Name
Logo in Program	▶		▶		▶				
Name in Program				▶			▶		
Items in Goody Bags	▶	▶	▶						
Exhibit Table	Optional					▶			

Other Opportunity

\$1,500 Corporate Donor
New Members Only
1 year OTA Membership
Name recognition on Conference Program
One Complimentary Registration
Optional Exhibit Table
Inquire for Details

Truck Day @ Capitol Sponsorship

\$650 Logo Sponsor (8 Available)
 Color logo on OTA Legislative Leave Behind Card



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 \$3,500	GOLD \$2,500	SILVER \$1,500	SUPPORTERS \$550	MEDIA \$300
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

\$1,500 Corporate Donor
New Members Only
1 year OTA Membership
One Complimentary Banquet Ticket
Company Listing on PPT
Inquire for Details

*Company listing on the commemorative shirt is contingent upon sponsorship commitment received at least two weeks prior to the event date.

| 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 \$2,000	CLASSIC \$1,600	CART \$750	LUNCH \$650	TEAM \$550	TEE BOX \$350	HOLE \$200	GOODY BAG \$100
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	▶	▶	▶	▶		▶	▶	▶

*Member will provide their own tent/table

Other Opportunity

\$1,500 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 \$9,000	DIAMOND \$6,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	RECEPTION \$4,500	ENTERTAINMENT \$2,500	BUSINESS \$550	MEDIA \$300
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

\$1,500 Corporate Donor
New Members Only
 1 year OTA Membership
 One Complimentary Registration
 Sponsor Page Ad on RV PPT
 Optional Exhibit Table
 Inquire for Details

Exhibitor Table

\$200
 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:

45



BENEFITS	HOST \$3,500	SHELL \$3,150	CLASSIC \$2,000	LUNCH \$1,500	TEAM \$550	BEVERAGE \$600	STATION \$200	SAFETY \$100
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

\$1,500 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 \$1,500	Gold \$1,000	Silver \$650	Bronze \$300
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.

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OKLAHOMA MOTOR CARRIER MAGAZINE

Available through Third-Party Vendor
Media Kit available on OTA website and upon request.

Magazine is mailed quarterly to all OTA Members and new members who join throughout the year.

Printed/Mailed: 700
Readership Quarterly 5,350+

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

Art Deadline

Q1 Winter: March 15
Q2 Spring: June 15
Q3 Summer: September 15
Q4 Fall: December 15

Mailed

April
July
October
January

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 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

\$2,000 Presenting Top Banner Rotating Sponsor (3 Available)

- Full color banner ad with 5 second rotation
- Direct ad link to business website
- Duration: Annual
- Specs: 4" W x 2" H

\$1,000 Interior Page Sponsor (2 Available)

- Full color ad on internal page
- Direct ad link to business website
- Duration: Annual
- Specs: 5" W x 4" H

Weekly Tip Sheet Advertising

Specs: 2.75" W x 2.45" H

\$200 Monthly Side Bar Ad

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

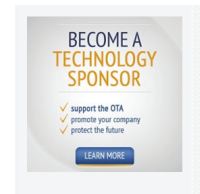
\$1,000 Annual Side Bar Ad Sponsor (1 Available)

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

Banner Example



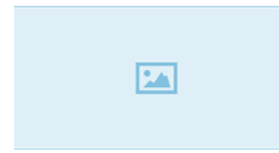
Interior Example



Tip Sheet Example

[Events Calendar](#)

PAID ADVERTISEMENT



| INTERESTED IN SPONSORING?

ANNUAL SPONSORSHIP

___ Platinum	\$21,500
___ Gold	\$16,500
___ Silver	\$11,500
___ Bronze	\$9,000

TRUCK DRIVING CHAMPIONSHIP

___ Platinum	\$3,500
___ Gold	\$2,500
___ Silver	\$1,500
___ Supporters	\$550
___ Media	\$300

GOLF TOURNAMENTS (PER TOURNAMENT)

___ Host	\$2,000
___ Classic	\$1,600
___ Cart	\$750
___ Lunch	\$650
___ Team	\$550
___ Tee Box	\$350
___ Hole	\$200
___ Goody Bag	\$100

FALL CLAY SHOOT

___ Host	\$3,500
___ Shell	\$3,150
___ Classic	\$2,000
___ Lunch	\$1,500
___ Team	\$550
___ Beverage	\$600
___ Station	\$200
___ Safety	\$100

TMC SUPERTECH COMPETITION

___ Platinum	\$1,500
___ Gold	\$1,000
___ Silver	\$650
___ Bronze	\$300

MIDWINTER CONFERENCE

___ Grand	\$4,500
___ Gold	\$2,500
___ Silver	\$1,500
___ Bronze	\$800
___ Media	\$300
___ Exhibitor	\$200

SAFETY AWARDS BANQUET

___ Banquet	\$3,500
___ Safety	\$1,500
___ Company	\$550

TRUCK DAY @ CAPITOL

___ Logo on Legislative Card	\$650
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ANNUAL CONVENTION

___ Platinum	\$9,000
___ Diamond	\$6,500
___ Gold	\$5,000
___ Silver	\$3,000
___ Bronze	\$1,500
___ Exhibitor	\$200

RED VEST BANQUET

___ Entertainment	\$2,500
___ Business	\$550
___ Media	\$300

WELCOME RECEPTION

___ Welcome Event	\$4,500
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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: _____