

cornerstone sponsorship program

2024
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 2024 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, 2023 and conclude September 30, 2024 --- so you better act fast to take advantage of your benefits right away!

in 2023

record breaking
participation

in the IMTA Cornerstone
Sponsorship Program

commitment deadline

date: september 30, 2023

invoices to be mailed october 1, 2023

This program does NOT include Allied membership dues, nor does it include event registration unless otherwise stated.



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2024 details & benefits

Platinum Sponsor Level \$25,000

events

- » IMTA Board of Directors Meetings --- Exclusive Event Sponsor & Special Recognition During Meeting
- » 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 Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor

communications / additional exposure

- » Full-page advertisement in Lifeline magazine (4 issues)
- » Listed in every issue of the Lifeline 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 Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor

communications / additional exposure

- » Half-page advertisement in Lifeline magazine (4 issues)
- » Listed in every issue of the Lifeline 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 Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor

communications / additional exposure

- » Listed in every issue of the Lifeline 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 Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor

communications / additional exposure

- » Listed in every issue of the Lifeline 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 Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor

communications / additional exposure

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

Questions?

Allison Meiners
allison@iowamotortruck.com
(515) 244-5193

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