

# 2022

## ANNUAL SPONSORSHIP PROGRAM





## 2022 NCTA Annual Sponsorship Program

Prefer planning your entire calendar year of sponsorships to stand out at the NCTA annual events and board of director meetings at once? The NCTA Annual Sponsorship Program offers the most consistent marketing over the course of the year.

If you prefer to line up your involvement for the entire year in advance, then take a look at what NCTA is offering. NC members who choose to join the sponsorship program receive benefits exclusive to the program. This popular program continues to grow each year and produce sponsorship success, become a sponsor today!

Some of the benefits available through this program:

- Exclusive Signage
- Additional Complimentary Registrations
- Company listed in every issue of the Tarheel Wheels Magazine
- Logo on the NCTA Website with a link to company site
- Special Recognition at the NCTA Board of Directors Meetings

## Thank You 2021 NCTA Annual Sponsors

### Diamond Sponsors



### Gold Sponsor



### Silver Sponsors



## Elite Sponsor Level - \$25,500

### Events

#### Annual Management Conference

- Elite Sponsor
- Four Registrations

#### TDC And Top Tech Competition

- Featured Banquet Sponsor
- Five Banquet Tickets

#### Annual Councils Conference & Expo

- Elite Sponsor
- Premiere Exhibit Space
- Four Registrations

#### Women in Trucking Summit

- Elite Sponsor
- Two Registrations

#### Spring and Fall Board of Directors

- Special Recognition During Dinner and Meeting
- Two Company Representatives Attendance

### Communications

- Full-page advertisement in Tarheel Wheels magazine
- Listed in every issue of the Tarheel Wheels Magazine
- Logo in NCTA e-newsletter with link to company site
- Logo on NCTA website homepage with link to company site
- Social Media promotions
- Video showcasing top sponsors to be played at all signature events

### Event Additional Exposure Add-Ons

Select one add-on per management conference, councils conference and women in trucking summit event

- Featured Breakfast Sponsor
- Welcome Attendees & Introduce Speaker
- Company video played during general session break

## Diamond Sponsor Level - \$18,500

### Events

#### Annual Management Conference

- Diamond Sponsor
- Three Registrations

#### TDC And Top Tech Competition

- Featured Banquet Sponsor
- Four Banquet Tickets

#### Annual Councils Conference

- Diamond Sponsor
- Premiere Exhibit Space
- Three Registrations

#### Women in Trucking Summit

- Diamond Sponsor
- Two Registrations

#### Spring and Fall Board of Directors

- Special Recognition During Meeting
- Two Company Representatives Attendance

### Communications

- Full-page advertisement in Tarheel Wheels magazine
- Listed in every issue of the Tarheel Wheels Magazine
- Logo in NCTA e-newsletter with link to company site
- Logo on NCTA website homepage with link to company site
- Social Media promotions
- Video showcasing top sponsors to be played at all signature events

### Event Additional Exposure Add-Ons

Select two add-ons of the three events, management conference, councils conference or summit event..

- Featured Breakfast Sponsor
- Welcome Attendees & Introduce Speaker
- Company video played during general session break

## Gold Sponsor Level - \$13,500

## Signature Events

### Annual Management Conference

- Gold Sponsor
- Two Registration

### TDC And Top Tech Competition

- Featured Banquet Sponsor
- Three Banquet Tickets

### Annual Councils Conference

- Gold Sponsor
- Premiere Exhibit Space
- Two Registration

### Women in Trucking Summit

- Gold Sponsor
- One Registration

### Spring & Fall Board of Directors

#### Meetings

- Special Recognition During Meeting
- Two Company Representatives Attendance

## Communications | Additional Exposure

- Listed in every issue of the Tarheel Wheels Magazine
- Logo in NCTA e-newsletter with link to company site
- Logo on NCTA website homepage with link to company site
- Social Media Promotion

## Event Additional Exposure Add-Ons

Select one add-on for the management conference, or councils conference or summit event.

- Featured Breakfast Sponsor
- Welcome Attendees & Introduce Speaker
- Company video played during general session break

## Silver Sponsor Level - \$8,500

## Events

### Annual Management Conference

- Silver Sponsor
- One Registration

### TDC And Top Tech Competition

- Featured Banquet Sponsor
- Two Banquet Tickets

### Annual Councils Conference

- Silver Sponsor
- One Registration

### Women in Trucking Summit

- Silver Sponsor
- One Registration

### Spring & Fall Board of Directors

#### Meetings

- Special Recognition During Meeting
- Two Company Representatives Attendance

## Communications | Additional Exposure

- Listed in every issue of the Tarheel Wheels Magazine
- Logo in NCTA e-newsletter with link to company site
- Logo on NCTA website homepage with link to company site

## For Additional Information or to Become Annual Sponsor Program

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