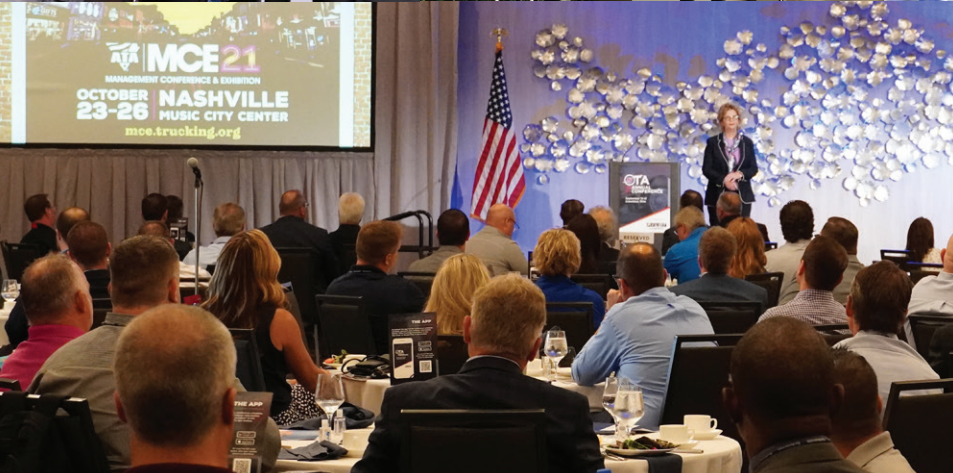




# Sponsorship Opportunities



**Driving Your Business Development:**  
Your Invitation to Engage





# Driving Your Business Development

## Your Invitation to Engage

Following an unprecedented year, the trucking industry is ripe with opportunity. The Ohio Trucking Association is excited to announce a full slate of events and educational programming that will put the awesome work of the trucking community in the spotlight.

This 2022 Sponsorship guide is designed to help you find the right fit for your business to not only promote your work and services but support the Ohio Trucking Association in driving our industry forward. The core of all Ohio Trucking Association events is focused on our industry's operational efficiency and profitability. We achieve this together, through enhanced engagement opportunities, professional development, and taking time to honor our best and brightest.

You can choose an individualized option from the 2022 Event Lineup or become an OTA Sustaining Sponsor today and play a key role in advancing the work of our community by taking part in all our events!



# 2022 Sustaining Sponsorship Opportunities

**One Time Investment. Year Long Exposure. OTA Sustaining Sponsorship Program.**

The old cardinal rule in advertising is that a person needs to see your ad seven times before they might consider buying. **The OTA Sustaining Sponsorship Program** takes that to the next level and puts your company in front and center of the very decision makers and trucking community members you're looking to target over the course of an entire year. You can simply select your exposure level and let the OTA team provide year-round marketing support for your company.

OTA Sustaining Sponsors receive benefits throughout the year; including complimentary registrations to select OTA events, marketing presence at OTA events, and the opportunity to support the Association and provide the infrastructure for the future of our industry.

	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Friend of OTA \$2,500
Sponsorship & Registration to Annual & Technology Conference(s)	4	3	2	1	1
Sponsorship & Registration to Driver of the Year & TDC/ Tech Competition Banquet(s)	4	3	2	1	1
Hole Sponsorship at OTA Golf Tournament	*	*	*	*	*
Recognition at all OTA Events	*	*	*	*	*
Social Media, Website & Mobile App Recognition	*	*	*	*	*
Exhibit Space at OTA Annual Conference	*	*	*	*	
Presenting sponsor and speaker at one OTA Institute Webinar	*	*	*		
One Foursome at OTA Golf Tournament	*	*			
Premium Online Directory Listing	*				
Interaction at with Board of Trustees at One Quarterly Meeting	*				

## SECURE YOUR SPOT

Contact President & CEO Tom Balzer at 614-653-0290 or [Tom@ohiotrucking.org](mailto:Tom@ohiotrucking.org) to secure your spot as an association sponsor in 2022.

Custom sponsorship opportunities are also available.

## 2022 Individual Event Sponsorship

### AN À LA CARTE OFFERING

These sponsorship opportunities represent a chance for your business to support specific events to reach your target market.

#### DRIVER OF THE YEAR BANQUET

Presenting Banquet Sponsor	\$5,000
Past Driver of the Year Attendance Sponsor	\$2,000
Reception Sponsor	\$1,000

#### TRUCK DRIVING CHAMPIONSHIPS

Presenting Sponsor	\$10,000
Class Sponsorships	<b>Sold</b> \$1,750
Driver Coffee Break Sponsors	\$500
Breakfast Sponsor	\$2,500
Lunch Sponsor	\$3,000
Banquet Cocktail Hour Sponsor	\$1,000
After Hours Social	\$1,000

#### TECHNICIAN COMPETITION

Presenting Sponsor	\$6,000
Station Sponsors	<b>Sold</b> \$700
Technician Coffee Break Sponsors	\$500
Breakfast Sponsor	\$1,000
Lunch Sponsor	\$1,500

#### GOLF OUTING

Meal Sponsor	\$1,225
Beverage Cart Sponsor	\$750
Cart Sponsor	\$550
Proximity Award	\$325
Golf Hole	\$150

#### ANNUAL CONFERENCE

Presenting Sponsor	\$10,000
Hall of Honor Award Sponsor	\$4,000
Lunch Sponsor	\$3,000
Keynote Sponsor	\$3,000
Awards Luncheon	\$3,000
Breakfast Sponsor	\$2,500
Networking Reception	\$2,000
Breakout Session Sponsor	\$1,000
Break Sponsor	\$750

#### TECHNOLOGY CONFERENCE

Presenting Sponsor	\$4,000
Lunch Sponsor	\$1,000
Break Sponsor	\$500

#### OTA ON THE ROAD REGIONAL MEETING SERIES

Exclusive Presenting Sponsor	\$3,500
Individual Meeting Sponsor	\$1,000

#### THREE LEADERSHIP SUMMITS

Exclusive Presenting Sponsor	\$3,500
Individual Meeting Sponsor	\$1,000

#### OTA ON THE AIR WEBINAR/PODCAST SERIES

Presenting Sponsor	\$5,000
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#### CALL ON WASHINGTON FLY-IN

Presenting Sponsor	\$5,000
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## CUSTOM SPONSORSHIP OPPORTUNITIES ARE ALSO AVAILABLE.

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