

# **NORTH DAKOTA MOTOR CARRIERS ASSOCIATION**

## **2018 SPONSORSHIP & ADVERTISING OPPORTUNITIES**



# LEVERAGE THE POWER OF THE ASSOCIATION

Partner with the North Dakota Motor Carriers Association to reach an intensely loyal, well-educated audience with buying power! The North Dakota Motor Carriers Association membership consists of trucking executives who are actively seeking the best solutions and strategies for their business.

## REACH YOUR TARGET AUDIENCE

As a sponsor and advertiser with the North Dakota Motor Carriers Association your company is showcased as an integral part of the entire association experience. Highly visible sponsorship and advertising opportunities generate leads and help you achieve your marketing and sales objectives. Platinum, Gold and Silver sponsors receive maximum exposure through the Industry Partnership Program which provides additional recognition for support of NDMCA.

## INDUSTRY PARTNERSHIP PROGRAM

The Industry Partnership Program is designed to provide additional recognition for various levels of support to the Association and is open to both Allied and Carrier members. Registration fees, booth fees and membership dues are not included in the calculation. Levels are based on annual investments in the following Association activities:

- Annual Convention Event Sponsorship
- Annual Convention Allied Fun Night
- Truck Driving Championship
- Scholarship Golf Tournament
- Seminar Sponsorship
- No-Zone Sponsorship
- Rolling Along Advertising
- Electronic Media Advertising

Each sponsorship level has various benefits to recognize the commitment of support to the Association.

## BENEFITS

	Platinum Over \$6,000	Gold Over \$3,000	Silver Over \$1,500
Special Recognition Plaque Presented at Convention	✓		
Opportunity to address Convention attendees	✓		
FOUR registrations to Convention	✓		
Company Logo in Convention Guide	✓		
Listing of Company Name in Convention Guide		✓	
Sponsor Level Ribbons for Staff at Convention	✓	✓	✓
Company Logo in Rolling Along	✓		
Listing of Company Name in Rolling Along		✓	✓
Click through logo on NDMCA website	✓	✓	
Permission to use NDMCA Industry Partner Logo	✓	✓	✓

# SINGLE EVENT SPONSORSHIP

## ANNUAL CONVENTION

Convention Packet Inserts <i>Unlimited</i>	\$250
Fun Night Dinner <i>Unlimited</i>	\$300
Vendor Booths <i>Includes 1 Full Registration</i>	
• Member Booth	\$400
• Non-Member Booth	\$600
Breaks <i>Three available</i>	COST
Opening Luncheon*	COST
Fun Night Social*	COST
Fun Night Entertainment*	COST
Fun Night Dessert Social*	COST
Leadership Breakfast*	COST
Thursday Lunch*	COST
Banquet Social*	COST
Presenting Banquet Sponsor*	COST
Supporting Banquet Sponsors	\$1000
Awards ( <i>Service Tech &amp; Manager</i> )*	\$1500
Awards ( <i>Driver, Trooper, Safety Pro</i> )*	\$2000
Post Banquet Social*	COST

## ND TRUCK DRIVING CHAMPIONSHIP

Awards Sponsor <i>Unlimited</i>	\$400
Banquet Sponsors <i>Limit of three</i>	\$750
Presenting Sponsor	\$2,000

## SCHOLARSHIP GOLF TOURNAMENT

Hole Sponsor <i>Unlimited</i>	\$200
Social Sponsor <i>Unlimited</i>	\$250
Hole Contest Sponsor <i>Limit of three</i>	\$300
Lunch Sponsor <i>Unlimited</i>	\$300
Dinner Sponsor <i>Unlimited</i>	\$350
Hole in One Sponsor*	\$500

## SAFETY AND COMPLIANCE SEMINARS

Supporting Sponsor <i>Unlimited</i>	\$500
Presenting Sponsor*	\$2,000

## NO-ZONE EDUCATION PROGRAM

Supporting Sponsor <i>Unlimited</i>	\$500
Presenting Sponsor	\$2,000

## EVENT SPONSORSHIP DETAILS

### ANNUAL CONVENTION

NDMCA's 73<sup>rd</sup> Annual Convention will be held in Fargo, May 16-17, 2018 and is the largest gathering of trucking industry professionals in North Dakota.

The convention features include great keynote speakers, entertainment, a variety of informative concurrent sessions, vendor booths and the annual NDMCA Safety Awards Banquet.

### ND TRUCK DRIVING CHAMPIONSHIP

The 27<sup>th</sup> annual Truck Driving Championship will be held in Fargo, Saturday, June 2nd, 2018.

This event brings together some of the top truck drivers in North Dakota, who compete for a chance to go to the national TDC, while promoting highway safety.

### SCHOLARSHIP GOLF TOURNAMENT

The NDMCA's Foundations scholarship golf tournament will be held at Oxbow Country Club near Fargo and brings together trucking decision makers for fun and networking all in support of the NDMCA Scholarship Fund.

### SAFETY AND COMPLIANCE SEMINARS

Each year NDMCA offers a variety of safety and compliance seminars to members and non-members alike. These events draw over 400 attendees annually.

### NO-ZONE EDUCATION PROGRAM

In 2016 NDMCA established a No Zone Program to share important highway safety information with youth across North Dakota. Support this important program by being one of the first to sponsor this great program.

*Sponsors will have their logo displayed during their event, listed in the promotional materials & program and mentioned during event.*

*\*Event sponsors have first right of refusal for the following year.*

# ANNUAL SPONSORSHIP PACKAGES

## PLATINUM - \$6000 or More

- Annual Convention
  - Recognition at Platinum sponsor throughout Annual Convention
  - FOUR registrations to Convention
  - Opportunity to address attendees at Convention
  - Platinum ribbon for staff at Convention
  - Recognition plaque presented at Convention
  - Fun Night Sponsorship
- Truck Driving Championship Banquet Sponsor
- Scholarship Golf Tournament
  - Platinum sponsor at scholarship golf tournament, including hole sponsorship & dinner recognition
  - ONE foursome at scholarship golf tournament
- Safety & Compliance Seminar Supporting Sponsor
- No-Zone Program Supporting Sponsor
- Click-through logo on NDMCA website
- Logo display in quarterly Rolling Along magazine
- 2 tickets to TruckPAC ND Reception

## GOLD - \$3000 or More

- Annual Convention
  - Gold sponsor at Annual Convention
  - Fun Night Sponsorship
  - Gold ribbon for staff at Annual Convention
- Truck Driving Championship Awards Sponsor
- Scholarship Golf Tournament
  - Gold sponsor at scholarship golf tournament, including hole sponsorship & lunch recognition
- Safety & Compliance Seminar or No-Zone Program Supporting Sponsor
- Click-through logo on NDMCA website
- Name listed in quarterly magazine

## SILVER - \$1500 or More

- Annual Convention
  - Silver sponsor at annual conference & any convention events sponsored
  - Silver ribbon for staff at Annual Convention
- Truck Driving Championship Awards Sponsor
- Scholarship Golf Tournament Hole
- Name listed in quarterly magazine

# ADVERTISING OPPORTUNITIES

## ROLLING ALONG ADVERTISING

	1 Issue	4 Issues
<u>Full Page Color</u>	<u>\$750</u>	<u>\$1950</u>
7.875" W x 10.1875" H		
<u>Full Page B&amp;W</u>	<u>\$550</u>	<u>\$1,450</u>
7.875" W x 10.1875" H		
<u>1/2 Page B&amp;</u>	<u>\$425</u>	<u>\$1,100</u>
7.875" W x 4.5" H		
<u>1/4 Page B&amp;W</u>	<u>\$325</u>	<u>\$850</u>
4.5" W x 4.5" H		

## ELECTRONIC MEDIA ADVERTISING

Website Banner Ad	\$350 Annually
<i>Unlimited Availability</i>	
Weekly E-Newsletter	\$700 Annually
<i>Limited to two advertisers</i>	

-NDMCA, at its sole discretion, reserves the right to reject any content it feels violates the law, is a potential anti-trust violation, is obscene or in violation of NDMCA policy  
 -Space is limited and is on a first come, first serve basis. High resolution PDFs are recommended. No Publisher files can be accepted. Other formats may be accepted. **Contact NDMCA at 701-223-2700 or kacey@ndmca.org** for questions about formats and to submit ads.

# 2018 SPONSORSHIP & ADVERTISING ORDER FORM

## ANNUAL SPONSORSHIP PACKAGES

- Platinum \$6,000
- Gold \$3,000
- Silver \$1,500

## SINGLE EVENT SPONSORSHIP

### ANNUAL CONVENTION

- Convention Packet Inserts \$250
- Fun Night Dinner \$300
- Member Vendor Booth \$400
- Non-Member Vendor Booth \$600
- Breaks (*typical cost \$850*) COST
- Supporting Banquet Sponsor \$1000

### SCHOLARSHIP GOLF TOURNAMENT

- Hole Sponsor \$200
- Social Sponsor \$250
- Hole Contest Sponsor \$300
- Lunch Sponsor \$300
- Dinner Sponsor \$350

### ND TRUCK DRIVING CHAMPIONSHIP

- Presenting Sponsor \$2,000
- Awards Sponsor \$400

## SPONSORSHIP COMMITMENT FORM

By signing this commitment form, you have agreed to pay the above amount in conjunction with your 2018 sponsorship.

Note: If your payment is not enclosed, we will automatically invoice you at the address listed below upon receiving this form. Sponsorship and advertising commitments over \$2,000 can chose monthly or quarterly billing also. Invoices will be billed in February, 2018.

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsorship Total: \$ \_\_\_\_\_ Invoice \_\_\_\_\_ Check \_\_\_\_\_ Credit Card \_\_\_\_\_; Billed: Annually \_\_\_\_\_ Quarterly \_\_\_\_\_ Monthly \_\_\_\_\_

Credit Card#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_; Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return form to** North Dakota Motor Carriers Association, 1937 East Capitol Ave, Bismarck, ND 58501, email – [info@ndmca.org](mailto:info@ndmca.org) or fax – 701-258-8865. Questions can be directed to Arik Spencer or Kacey Heidrich at 701-223-2700.

## SAFETY AND COMPLIANCE SEMINARS

- Supporting Sponsor \$500

## NO-ZONE EDUCATION PROGRAM

- Supporting Sponsor \$500
- Presenting Sponsor \$2,000

## ROLLING ALONG ADVERTISING

- Full Page Color - 1 Issue \$750
- Full Page Color - 4 Issues \$1,950
- Full Page B&W - 1 Issue \$550
- Full Page B&W - 4 Issues \$1,450
- 1/2 Page B&W - 1 Issue \$425
- 1/2 Page B&W - 4 Issues \$1,100
- 1/4 Page B&W - 1 Issue \$325
- 1/4 Page B&W - 4 Issues \$850

## ELECTRONIC MEDIA ADVERTISING

- Website Banner Ad \$350 Annually
- Weekly E-Newsletter \$700 Annually