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.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>Platinum Over $6,000</th>
<th>Gold Over $3,000</th>
<th>Silver Over $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Recognition Plaque Presented at Convention</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to address Convention attendees</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOUR registrations to Convention</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo in Convention Guide</td>
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<td></td>
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</tr>
<tr>
<td>Listing of Company Name in Convention Guide</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Sponsor Level Ribbons for Staff at Convention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Company Logo in Rolling Along</td>
<td>✓</td>
<td></td>
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<tr>
<td>Listing of Company Name in Rolling Along</td>
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<td>✓</td>
</tr>
<tr>
<td>Click through logo on NDMCA website</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Permission to use NDMCA Industry Partner Logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
SINGLE EVENT SPONSORSHIP

**ANNUAL CONVENTION**
- Convention Packet Inserts *Unlimited* $250
- Fun Night Dinner *Unlimited* $300
- Vendor Booths *Includes 1 Full Registration*
  - Member Booth $400
  - Non-Member Booth $600
- Breaks *Three available* 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 (Service Tech & Manager)* $1500
- Awards (Driver, Trooper, Safety Pro)* $2000
- Post Banquet Social* COST

**EVENT SPONSORSHIP DETAILS**

**ANNUAL CONVENTION**
NDMCA’s 73rd 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 27th 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
  o Recognition at Platinum sponsor throughout Annual Convention
  o FOUR registrations to Convention
  o Opportunity to address attendees at Convention
  o Platinum ribbon for staff at Convention
  o Recognition plaque presented at Convention
  o Fun Night Sponsorship
• Truck Driving Championship Banquet Sponsor
• Scholarship Golf Tournament
  o Platinum sponsor at scholarship golf tournament, including hole sponsorship & dinner recognition
  o ONE foursome at scholarship golf tournament
• Safety & Compliance Seminar Supporting Sponsor
• No-Zone Program Supporting Sponsor

GOLD - $3000 or More

• Annual Convention
  o Gold sponsor at Annual Convention
  o Fun Night Sponsorship
  o Gold ribbon for staff at Annual Convention
• Truck Driving Championship Awards Sponsor
• Scholarship Golf Tournament
  o 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
  o Silver sponsor at annual conference & any convention events sponsored
  o 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

<table>
<thead>
<tr>
<th>Format</th>
<th>1 Issue</th>
<th>4 Issues</th>
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</thead>
<tbody>
<tr>
<td>Full Page Color</td>
<td>$750</td>
<td>$1950</td>
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<tr>
<td>7.875” W x 10.1875” H</td>
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</tr>
<tr>
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<td>$1,450</td>
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<tr>
<td>7.875” W x 10.1875” H</td>
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</tr>
</tbody>
</table>

ELECTRONIC MEDIA ADVERTISING

Website Banner Ad $350 Annually
Unlimited Availability

Weekly E-Newsletter $700 Annually
Limited to two advertisers

-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: $1,000

### 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

## 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

## 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 choose 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 or fax – 701-258-8865. Questions can be directed to Arik Spencer or Kacey Heidrich at 701-223-2700.