



2024 CHAIRMAN'S CIRCLE SPONSORSHIP OPPORTUNITIES

Florida Trucking Association (FTA) offers organizations the opportunity to participate in our Chairman's Circle sponsorship program, which includes ongoing promotional recognition at all of FTA's major events throughout the year with a one-time financial commitment. This program represents the Association's top sponsors.

The Chairman's Circle allows you to set your budget for the year and eliminates the need to communicate your support for individual FTA events throughout the year. Plus, Chairman's Circle sponsors enjoy additional perks beyond the sponsorship benefits for individual events, such as year-round recognition in FTA's e-newsletters and magazine, as well as on our website homepage. Dates and details for FTA's major events can be found at <https://www.floridatrucking.org/events>.

For more information on creating a Chairman's Circle package designed for you, or to learn about individual event sponsorships available, contact FTA at 850.222.9900.

BLUE RIBBON SPONSOR: \$25,000+

- Chairman's Blue Ribbon Sponsor pin for all company individual members associated with FTA
- Logo/hyperlink featured on FTA landing page (www.floridatrucking.org) as Blue Ribbon sponsor
- Logo/hyperlink included as Blue Ribbon sponsor in FTA e-newsletters through 2024, including weekly Dispatch e-newsletter
- Free full page ad in all three issues of 2024 Florida Truck News magazine (a \$4,425 value)
- Host of FTA regional meeting in 2024 (*optional*)
- Sponsor benefits for 2024 Florida Truck Driving Championships, including:
 - Logo included on event signage, print marketing, webpage, emails, and social media
 - 8 complimentary Banquet tickets
 - Advance registration for TDC at Daytona Grande Hotel (75 total rooms available, first-come-first-served)
- Sponsor benefits for 2024 Annual Conference and 2024 Fall Round-Up, including:
 - Logo included on event signage, print marketing, webpage, emails, and social media
 - Access to Green Room for VIP speaker(s) for primary company member at Annual Conference (*when applicable*)
 - Complimentary round of golf for four at Annual Conference
 - Vendor exhibit table at Annual Conference and Fall Round-Up
 - On-stage opportunity at Annual Conference or Fall Round-Up
 - Two complimentary member registrations at Annual Conference and two complimentary member registrations at Fall Round-Up

RED RIBBON SPONSOR: \$18,000

- Chairman's Red Ribbon Sponsor pin for all company individual members associated with FTA
- Logo/hyperlink featured on FTA landing page (www.floridatrucking.org) as Red Ribbon sponsor
- Logo/hyperlink included as Red Ribbon sponsor in FTA e-newsletters through 2024, including weekly Dispatch e-newsletter
- Free half page ad in all three issues of 2024 Florida Truck News magazine (a \$3,600 value)
- Host of FTA regional or virtual meeting in 2024 (*optional*)
- Sponsor benefits for 2024 Florida Truck Driving Championships, including:
 - Logo included on event signage, print marketing, webpage, emails, and social media
- Complimentary round of golf for four at Herman Fauss Golf Tournament
- Sponsor benefits for 2024 Annual Conference and 2024 Fall Round-Up, including:
 - Logo included on event signage, print marketing, webpage, emails, and social media
 - Vendor exhibit table at Annual Conference and Fall Round-Up
 - On-stage opportunity at Annual Conference or Fall Round-Up
 - One complimentary member registration at Annual Conference and one complimentary member registration at Fall Round-Up

FLORIDA TRUCK DRIVING CHAMPIONSHIPS SPONSORSHIP OPPORTUNITIES

JUNE 13-15, 2024
OCEAN CENTER, DAYTONA BEACH

Florida Trucking Association hosts its annual Florida Truck Driving Championships (TDC) as an effort to recognize the best professional drivers in the state and allow them to competitively represent their companies. The event is one of the biggest and best TDCs in the country, with about 300 competitors and 1,200 attendees – including drivers, families, and company representatives – gathered for the Awards Banquet. FTA's TDC has been featured on television, print media, and regularly in Transport Topics online.

All sponsorships will be awarded on a first-come, first-served basis. For updated information on the number of sponsorships available at each tier, contact the FTA office at 850.222.9900.

FLORIDA TDC PRESENTING SPONSOR: \$25,000

One Available

- Exclusive "Presented by" position in event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Right of first refusal for 2025
- Reserved tables for Awards Banquet (20 complimentary tickets)
- Premium double hospitality suite at Ocean Center (\$1,000 food and beverage credit)*
- On-stage speaking opportunity at Awards Banquet
- Equipment display location
- Exhibitor table at TDC*

CHECKERED FLAG SPONSORS: \$10,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Right of first refusal for 2025
- Reserved tables for Awards Banquet (8 complimentary tickets)
- Premium hospitality suite at Ocean Center (\$1,000 food and beverage credit)*
- Equipment display location
- Exhibitor table at TDC*

RACETRACK SPONSORS: \$5,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Premium hospitality suite at Ocean Center (excluding food and beverage)*
- Exhibitor table at TDC*

START YOUR ENGINE SPONSORS: \$2,500

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Hospitality suite at Ocean Center (excluding food and beverage)*
- Exhibitor table at TDC*

COURSE SPONSORS: \$1,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media

EXHIBITORS: \$2,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Exhibitor table at TDC*

PRICING FOR ADDITIONAL HOSPITALITY SUITES AT OCEAN CENTER

- Suites are allocated on a first-come, first-served basis.
- Suites do not include food and beverage which must be contracted with the Ocean Center.
 - Standard Suite: \$1,000

*Please contact FTA to reserve.





Florida Trucking Association's 2024 Annual Conference will be held July 18-20 at The Ritz-Carlton, Naples. Each year, more than 500 trucking executives gather for the event, which includes networking, group activities, and presentations by prominent industry leaders from the private and public sectors.

This year's conference will feature an on-site golf tournament, meetings for FTA committees, the annual Fleet Safety Awards ceremony, a casual welcome reception for those who arrive early, and our 90th anniversary speakeasy Gala.

All sponsorships will be awarded on a first-come, first-served basis. For updated information on the number of sponsorships available at each tier, contact the FTA office at 850.222.9900.

DIAMOND+ SPONSOR: \$15,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Right of first refusal for 2025
- Four complimentary member registrations
- On-stage speaking opportunity and/or promotional video***
- Branded conference event – e.g., Breakfast, Sessions
- Exhibitor table at 2024 Annual Conference and 2024 Fall Round-Up*

DIAMOND SPONSORS: \$10,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Right of first refusal for 2025
- Two complimentary member registrations
- On-stage speaking opportunity or promotional video***
- Branded conference event – e.g., Breakfast, Sessions
- Exhibitor table at 2024 Annual Conference and 2024 Fall Round-Up*

PLATINUM+ SPONSORS: \$7,500

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, and social media
- Right of first refusal for 2025
- One complimentary member and spouse registration
- Branded conference event – e.g., Breakfast, Sessions
- Exhibitor table at 2024 Annual Conference and 2024 Fall Round-Up*

PLATINUM SPONSORS: \$5,500

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, and social media
- Right of first refusal for 2025
- One complimentary member registration
- Branded conference event – e.g., Breakfast, Sessions
- Exhibitor table at 2024 Annual Conference and 2024 Fall Round-Up*

GOLD+ SPONSORS: \$3,500**

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, and social media
- Exhibitor table at 2024 Annual Conference and 2024 Fall Round-Up*

GOLD SPONSORS: \$2,500**

- Company name included on event signage, print marketing (including Florida Truck News magazine), webpage, and social media

SILVER SPONSORS: \$1,500**

- Company name included on event signage, print marketing (including Florida Truck News magazine), webpage, and social media

*Please contact FTA to reserve.

** Registration not included

*** Promotional video should be 60 seconds or less in length