

2025 TXTA ANNUAL CONFERENCE SPONSORSHIPS

GENERAL CONFERENCE

Title Sponsor • \$15,000

Premier Sponsorship of TXTA Annual Conference

Print and Digital Recognition

- Company logo and/or company name hyperlinked to company website on annual conference web page
- Company logo and/or company name prominently displayed during conference including signs and projector screens
- Company logo and/or company name listed in printed conference materials
- Company logo and/or company name featured in *The Steering Wheel* magazine
- Company logo and/or company name on digital platforms including TXTA Annual Conference App, TruckADVISOR, email blasts to membership and conference wrap-up

Event Recognition

- Company logo and/or company name prominently displayed during conference
- Individual vertical stage banner displayed in main conference ballroom
- One reserved premier table for 10 at the Chairman's Dinner
- Recognition and presentation of title sponsorship gift on stage during conference
- Opportunity for brief acceptance remarks after recognition
- Recognition in president's remarks throughout conference

TruckPAC Presenting Reception • \$7,500

Sponsorship of Private Reception for TruckPAC

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name displayed during event
- Company logo and/or company name printed on event sign and PAC gift tag
- Recognition as a sponsor in remarks during reception

Dave Nemo Show on SiriusXM • \$5,000 | **SOLD OUT**

Two sponsorships Available: Sponsorship of Dave Nemo Show on Road Dog Trucking, SiriusXM Radio Live Broadcast During Annual Conference

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

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Event Recognition

- Company logo and/or company name printed on event sign near broadcast table
- 20 commercial spots, 30-seconds each, that will run in the month of July
- Recognition and mention in 16–20 wraps, 15-seconds each, on July 30 and July 31
- 15-minute interview on July 30 or July 31
- Recognition as a sponsor in remarks during conference

Chairman's Dinner • \$5,000

Sponsorship of the TXTA Chairman's Dinner and entertainment

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign
- One reserved premier table for 10 at the Chairman's Dinner
- Recognition as Chairman's Dinner sponsor in remarks during event

Safety and Maintenance Luncheon Supporting • \$5,000

Supporting Sponsorship of the Safety and Maintenance Luncheon Recognizing Leaders in the Trucking Industry

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign
- One reserved premier table for 10 at the Chairman's Dinner
- Recognition as luncheon sponsor in remarks during event

Allied Gold Sponsor • \$5,000

Allied Member Gold Sponsorship with Maximum Conference Exposure

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign
- One reserved premier table for 10 at Chairman's Dinner
- Recognition as allied gold sponsor in remarks

2025 TXTA ANNUAL CONFERENCE SPONSORSHIPS

Badge Lanyards • \$5,000 | **SOLD OUT**

Exclusive Sponsorship of Lanyards for Conference Badges

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on the badge lanyard ribbon alternating with TXTA Annual Conference text; lanyards will be given to all conference and Main Event attendees
- Recognition as the lanyards sponsor during opening remarks

Conference Wi-Fi • \$5,000

Exclusive Sponsor of Conference Wi-Fi

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on signs announcing Wi-Fi availability and event password
- Recognition as the Wi-Fi host during opening remarks

Registration Gifts • \$5,000

Exclusive Sponsorship of Registration Gifts Welcoming Everyone to Conference

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Recognition as registration gifts sponsor during opening remarks
- Company logo and/or company name printed on gift tag

Company Branded Room Key • \$3,500 | **SOLD OUT**

Exclusive Sponsor of Hotel Room Keys with your Company and TXTA Branding

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on attendees room keys
- Recognition as the company branded room key host in remarks

2025 TXTA ANNUAL CONFERENCE SPONSORSHIPS

General Session • \$3,500

Exclusive Sponsorship of TXTA General Session (2 Available)

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign
- Recognition as general session sponsor during event

TruckPAC Reception Supporting • \$3,500

Sponsorship of Private Reception for TruckPAC

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company name displayed during event
- Company name printed on event sign
- Recognition as TruckPAC Reception Sponsor during event

Pens and Notepads • \$3,000 | **SOLD OUT**

Exclusive Sponsorship of Pens and Notepads

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company name printed on pens and notepads. Pens and notepads will be at registration desk and meeting rooms

Allied Silver Sponsor • \$2,500

Show your Allied Membership Support with the Silver Sponsorship

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign

2025 TXTA ANNUAL CONFERENCE SPONSORSHIPS

Breakout Sessions • \$2,500

Three Sponsorships Available per Breakout Session

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name prominently displayed during event
- Company logo and/or company name printed on event sign
- Recognition as breakout session sponsor during event

Photo Booth • \$1,500

Exclusive Sponsorship of Photo Booth During Chairman's Night

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on sign displayed at photo booth
- Option for photo booth props with company logo and/or company name

Drink Tickets • \$1,500

Two Sponsorships Available: Main Event or Chairman's Night

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on one side of drink ticket. Other side will feature name of event.

Allied Bronze Supporter • \$1,000

Sponsorship of Annual Conference at the Bronze Level

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company name displayed during event
- Recognition on annual conference signage

2025 TXTA ANNUAL CONFERENCE SPONSORSHIPS

ELC Reception/Dinner Gold • \$1,000

Sponsorship of Reception and Dinner for the ELC Class of 2026

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Company logo and/or company name printed on event sign
- Recognition as a sponsor in remarks during event

ELC Reception/Dinner Silver • \$500

Sponsorship of reception and dinner for the ELC Class of 2026

Print and Digital Recognition

- Recognition on annual conference sponsors web page
- Recognition in *The Steering Wheel* magazine
- Marketed and recognized in digital platforms and print materials*

Event Recognition

- Recognition on event sign

**Digital platforms and print materials may include but not limited to Annual Conference web page, annual conference app, eblasts, conference wrap up and TruckADVISOR*