



Sponsorship Opportunities



Driving Your Business Development:
Your Invitation to Engage

COVID-19 Response

Proof that We Are Essential:

The 2020 year presented a number of unique challenges for our industry and will have a lasting impact on America's economy. The men and women who drive Ohio and America's supply chain once again proved why trucking was deemed an essential business. Because your businesses never ceased to operate, the OTA did not slow down either. We provided a number of different resources, including a variety of resources to our sponsors.

Check out how we continued to position Ohio's transportation leaders in their effort to remain profitable:

- Company exposure in the COVID-19 daily and weekly email updates throughout the mandated quarantine
- Recognition on our bi-weekly webinar series, where President & CEO Tom Balzer covered the latest changes to COVID-19 restrictions
- Highlighted company savings programs in a dedicated email campaign
- Social Media and Mobile App recognition throughout the mandated quarantine and at the 2020 Conference
- Linked access to the sponsor company's website on the main landing page and COVID-19 resource page of the OTA website

We positioned our sponsors and supporters in a positive way throughout COVID-19. While we know that sponsorship is an investment, we would like for you to consider whether you're prepared to take on 2021 alone. Invest in a 2021 Sustaining Sponsorship for your opportunity to drive your business development opportunities.

Driving Your Business Development

Your Invitation to Engage

The Ohio Trucking Association is focused on our industry's operational efficiency and profitability. We achieve this together, through professional development, enhanced engagement opportunities, and the collective will to drive our industry into the future. Whether you are looking for the opportunity to showcase your organization at one event, in various settings, or at all OTA functions; we have options for you to succeed in promoting the only industry that literally transports our nation. Choose an individualized option from the 2021 Event Lineup or become an OTA Sustaining Sponsor today and drive our industry hand-in-hand with the OTA!

2021 Sustaining Sponsorship Opportunities

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

It can be a hassle to obtain approval for multiple event sponsorships throughout the year, so we have crafted a better process for you to invest. The OTA Sustaining Sponsorship Program is simple – select your level and let them 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 exposure at OTA events throughout the entire calendar year, and the opportunity to 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	*	*	*	*	*
Sponsorship & Feature in Ohio Trucking Weekly	*	*	*	*	
Exhibit Space at OTA Annual Conference	*	*	*	*	
Opportunity to Present on One OTA Institute Webinar	*	*	*		
One Foursome at OTA Golf Tournament	*	*			
Sponsorship Recognition of Call on Washington	*	*			
Premium Online Directory Listing	*				
Interaction at with Board of Trustees at One Quarterly Meeting	*				

SECURE YOUR SPOT

Contact Vice President of Business Development Evan Newman at 614-653-1991 or evan@ohiotrucking.org to secure your spot as an association sponsor in 2021.

Custom sponsorship opportunities are also available.

2021 Individual Event Sponsorship

AN À LA CARTE OFFERING:

DRIVER OF THE YEAR BANQUET

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

TRUCK DRIVING CHAMPIONSHIPS

Presenting Sponsor	Available \$10,000
Class Sponsorships	Sold \$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	Sold \$700
Technician Coffee Break Sponsors	\$500
Breakfast Sponsor	\$2,500
Lunch Sponsor	\$3,000
Banquet Cocktail Hour Sponsor	\$1,000
After Hours Social	\$1,000

GOLF OUTING

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

ANNUAL CONFERENCE

Presenting Sponsor	Sold 10,000
Hall of Honor Award Sponsor	\$4,000
Lunch Sponsor	\$3,000
Keynote Sponsor	\$3,000
Awards Banquet Social	\$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	\$2,000
Break Sponsor	\$500

OTA ON THE ROAD REGIONAL MEETING SERIES

Exclusive Presenting Sponsor	Sold \$5,500
Individual Meeting Sponsor	\$1,000

CUSTOM SPONSORSHIP OPPORTUNITIES ARE ALSO AVAILABLE.

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