

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

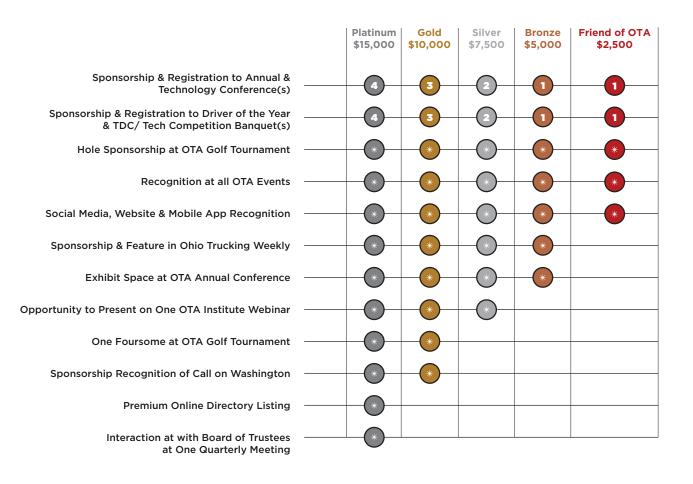
The Ohio Trucking Association is focused on our industry's operational efficiency and profitability. We achieve this together, through professional development, enhanced engagement opportunities, and the collective will to drive our industry into the future. Whether you are looking for the opportunity 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.



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 Spons | or \$1,000 |
| After Hours Social | \$1,000 |

TECHNICIAN COMPETITION

| \$6,000 |
|-------------------|
| Sold \$700 |
| \$500 |
| \$2,500 |
| \$3,000 |
| \$1,000 |
| \$1,000 |
| |

GOLF OUTING

| \$1,225 |
|---------|
| \$750 |
| \$550 |
| \$325 |
| \$150 |
| |

ANNUAL CONFERENCE

| Presenting Sponsor Hall of Honor Award Sponsor | Sold 10,000 \$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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