



CORNERSTONE

2027 SPONSORSHIP PROGRAM

OCTOBER 1, 2026 - SEPTEMBER 30, 2027



WHY CORNERSTONE

ONE COMMITMENT. YEAR-ROUND VALUE.

**YOUR SUPPORT MOVES
IOWA TRUCKING FORWARD.**



VISIBILITY

- » Year-round brand recognition
- » Exposure across IMTA events and communications
- » Position your company as an industry leader



CONNECTION

- » Build relationships with decision makers and industry peers
- » Engage with members at events and programs
- » Strengthen your network statewide



LEADERSHIP

- » Support advocacy and education that drive the industry
- » Invest in the future of Iowa's trucking workforce
- » Lead the way toward a stronger transportation future

SPONSORSHIP OPPORTUNITIES



PLATINUM
\$25,000

- » Premier sponsorship at all major IMTA events and programs throughout the year
- » Up to \$2,500 in complimentary Management Conference registrations (*excludes golf*)
- » Exclusive recognition and access at IMTA Board of Directors meetings
- » Full-page advertisement in all four issues of Lifeline
- » Prominent logo placement across IMTA communications, signage and marketing materials
- » Featured social media spotlights throughout the year



EXECUTIVE
\$15,000

- » Gold sponsorship at the Management Conference and Iowa Truck Driving Championships
- » Sponsorship of four additional IMTA events or programs
- » Up to \$1,500 in complimentary Management Conference registrations (*excludes golf*)
- » Half-page advertisement in all four issues of Lifeline
- » Logo placement across the IMTA website, marketing materials and event signage
- » Social media spotlights throughout the year



SIGNATURE
\$10,000

- » Gold sponsorship at the Management Conference and Iowa Truck Driving Championships
- » Sponsorship of three additional IMTA events or programs
- » Up to \$1,000 in complimentary Management Conference registrations (*excludes golf*)
- » Recognition in all four issues of Lifeline
- » Logo placement across the IMTA website, marketing materials and event signage
- » Social media spotlights throughout the year

YOUR PARTNERSHIP. THEIR FUTURE. OUR INDUSTRY.

SPONSORSHIP OPPORTUNITIES



PATRON
\$8,000

- » Silver sponsorship at the Management Conference and Iowa Truck Driving Championships
- » Sponsorship of three additional IMTA events or programs
- » Recognition in all four issues of Lifeline
- » Logo placement across the IMTA website, marketing materials and event signage
- » Social media spotlights throughout the year



ASSOCIATE
\$5,000

- » Bronze sponsorship at the Management Conference and Iowa Truck Driving Championships
- » Sponsorship of two additional IMTA events or programs
- » Recognition in all four issues of Lifeline
- » Logo placement across the IMTA website, marketing materials and event signage
- » Social media spotlights throughout the year



COLLEAGUE
\$3,000

- » Bronze sponsorship at the Management Conference and Iowa Truck Driving Championships
- » Recognition in all four issues of Lifeline
- » Logo placement across the IMTA website, marketing materials and event signage

ONE COMMITMENT. YEAR-ROUND VALUE.

AT-A-GLANCE

FIND THE RIGHT LEVEL FOR YOUR GOALS.

	PLATINUM	EXECUTIVE	SIGNATURE	PATRON	ASSOCIATE	COLLEAGUE
Major Event Sponsorship	PLATINUM	GOLD	GOLD	SILVER	BRONZE	BRONZE
Management Conference Registration	\$2,500 VALUE	\$1,500 VALUE	\$1,000 VALUE	—	—	—
Lifeline Advertising	FULL PAGE	HALF PAGE	—	—	—	—
Lifeline Recognition	✓	✓	✓	✓	✓	✓
Website + Event Visibility	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	—

Not sure which level fits?
Let's build the right partnership together.

READY TO BUILD YOUR PRESENCE?

Join the 2027 Cornerstone Sponsorship Program
and stay connected to Iowa's trucking
industry all year long.

01 SELECT

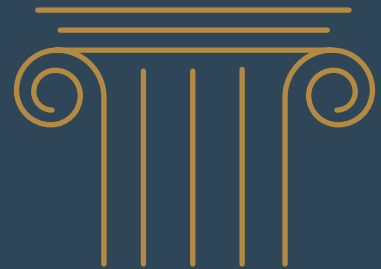
Choose the sponsorship level that
best aligns with your goals.

02 SUBMIT

Complete the official commitment
form by September 30, 2026.

03 FINALIZE

IMTA will reach out to confirm
your selection and finalize your
sponsorship.



COMMITMENT
FORM



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