

2026



IOWA TRUCK DRIVING *Championships*

THURSDAY, JUNE 11
and
FRIDAY, JUNE 12

Altoona, Iowa

SPONSORSHIP INFORMATION PACKET

Event OVERVIEW

The Iowa Truck Driving Championships is the premier event recognizing professionalism, safety, and skill within Iowa's trucking industry. Each year, top drivers from across the state compete, connect, and represent the very best of our industry.



WHY IT MATTERS

- » Showcases elite drivers and industry excellence
- » Promotes safety and professionalism
- » Brings together companies, leaders, and families
- » Strengthens the image of trucking across Iowa



EVENT SNAPSHOT

- » 100+ drivers competing
- » 2-day statewide event
- » Industry leaders, families & supporters in attendance
- » Hosted at Prairie Meadows



WHY SPONSOR

- » Align your brand with Iowa's top drivers
- » Gain visibility with key industry decision-makers
- » Demonstrate your commitment to safety & excellence
- » Be part of a respected, long-standing tradition



Sponsorship OPPORTUNITIES

! PREMIUM SPONSORSHIP

\$3,500

THURSDAY EVENING PRESENTING SPONSOR BURGER SHED EXPERIENCE

Kick off the Iowa TDC by hosting one of the most anticipated and well-attended experiences of the event. The Thursday evening gathering at Burger Shed brings together drivers, families, and industry leaders for a relaxed, high-energy evening of connection.

- » **EXCLUSIVE EVENT BRANDING:**
Recognition as the presenting sponsor of the Thursday evening event
- » **ON-SITE VISIBILITY:**
Prominent logo placement throughout event space
- » **DIGITAL PROMOTION:**
Featured in pre-event marketing and communications
- » **SOCIAL MEDIA SPOTLIGHT:**
Dedicated post highlighting your sponsorship
- » **INDUSTRY EXPOSURE:**
Lifeline Magazine
- » **ON-SITE ENGAGEMENT OPPORTUNITY:**
Ability to provide branded item or giveaway (optional)

\$2,500

GOLD SPONSOR

TOP-TIER EVENT EXPOSURE

- » **EVENT RECOGNITION:**
Breakfast & Banquet
- » **BRAND VISIBILITY:**
Premium logo placement
- » **SOCIAL REACH:**
Featured spotlight
- » **INDUSTRY EXPOSURE:**
Lifeline Magazine
- » **ON-SITE PRESENCE:**
Scoring booklet

\$2,000

SILVER SPONSOR

CONSISTENT VISIBILITY THROUGHOUT THE EVENT

- » **EVENT SIGNAGE:**
Listing displayed throughout event grounds
- » **DIGITAL PRESENCE:**
Listing on IMTA website
- » **PROMOTIONAL MATERIALS:**
Inclusion in event marketing materials
- » **INDUSTRY EXPOSURE:**
Lifeline Magazine
- » **ON-SITE VISIBILITY:**
Listing in the official event booklet

\$1,500

BRONZE SPONSOR

SHOW YOUR SUPPORT & STAY VISIBLE

- » **DIGITAL PRESENCE:**
Listing on IMTA website
- » **PROMOTIONAL MATERIALS:**
Inclusion in event marketing materials
- » **ON-SITE VISIBILITY:**
Listing in the official event booklet



Scan or Click

to secure your sponsorship at IOWAMOTORTRUCK.COM

JUNE 11 & 12, 2026