

CORNERSTONE

2026 sponsorship program

October 1, 2025 - September 30, 2026

Developed in 2011, the Cornerstone Sponsorship Program was created for Allied Division members wanting to receive consistent year-round exposure with the convenience of writing one annual sponsorship check while supporting the mission of the Iowa Motor Truck Association --- "promoting the success of the trucking industry in Iowa."

IMTA members who choose to join the Cornerstone Sponsorship Program receive benefits exclusive to the program. With the extra exposure from the Cornerstone Sponsorship Program, sponsors are certain to strengthen and deepen current business relationships while creating new business connections.

This popular program continues to grow each year and produce sponsorship success --- see just what it can do for your company in 2026 and become a sponsor today!

You are the *foundation* that supports the success of Iowa's trucking industry.



PERSONALIZED PARTNERSHIP

Elevate your presence by joining IMTA's premier sponsorship program and keep your brand in front of industry decision-makers year-round.



MAXIMUM IMPACT

Invest with confidence by enjoying seamless exposure, exclusive benefits, and measurable value with a single annual commitment.



INDUSTRY LEADERSHIP

Champion the industry by demonstrating your commitment to Iowa trucking while building lasting influence and trusted connections.



OUR PROMISE TO YOU:

The IMTA is deeply committed to helping Allied members achieve the greatest return on their investment with us. The Cornerstone Sponsorship Program is designed to be your strongest partner in reaching that success.

As a Cornerstone Sponsor, you'll receive exclusive IMTA updates and personalized support to ensure your company fully benefits from every opportunity and your sponsorship delivers real, lasting value.

DEADLINE TO COMMIT:

- Submit your form by **September 30th, 2025** to maximize your benefits
- Invoices will be issued **October 1st, 2025**

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Program runs from October 1, 2025 - September 30, 2026

This program does NOT include Allied membership dues, nor does it include event registration unless otherwise stated.

Platinum Sponsors

\$25,000

EVENT BENEFITS

- » **Premier Sponsorship at All Major IMTA Events**, including the Management Conference, Iowa Truck Driving Championships, IMTA Spring Golf Outing, Safety Professionals Conference, Maintenance Professionals Conference, Leadership Class, and other conferences throughout the year.
- » **Complimentary Event Registrations** at the IMTA Management Conference (up to \$2,500 value; excludes golf).
- » **Exclusive Recognition at Board of Directors Meetings** with direct access to IMTA leadership.

MARKETING & VISIBILITY

- » **Full-Page Ad in Lifeline Magazine** (4 issues) plus recognition in every issue.
- » **Prominent Logo Placement** on IMTA website, e-newsletters, office/event signage, and marketing materials.
- » **Featured Social Media Spotlights** highlighting your company throughout the year.

Executive Sponsors

\$15,000

EVENT BENEFITS

- » **Key Sponsorship at IMTA's Major Events**, including the Management Conference (Gold), Iowa Truck Driving Championships (Gold), IMTA Spring Golf Outing, Safety Professionals Conference, Maintenance Professionals Conference, Leadership Class, and other conferences throughout the year.
- » **Complimentary Event Registrations** at the IMTA Management Conference (up to \$1,500 value; excludes golf).

MARKETING & VISIBILITY

- » **Half-Page Ad in Lifeline Magazine** (4 issues) plus recognition in every issue.
- » **Logo Recognition** IMTA website, marketing materials, and event signage.
- » **Social Media Spotlights** providing enhanced brand exposure throughout the year.

Signature Sponsors

\$10,000

EVENT BENEFITS

- » **Key Sponsorship at IMTA's Major Events**, including the Management Conference (Gold), Iowa Truck Driving Championships (Gold).
- » **Choose Three Additional Events** to sponsor from: Safety Professionals Conference, IMTA Spring Golf Outing, Maintenance Professionals Conference, and Leadership Class.
- » **Complimentary Event Registrations** at the IMTA Management Conference (up to \$1,000 value; excludes golf).

MARKETING & VISIBILITY

- » **Recognition in Every Issue** of the Lifeline Magazine (4 issues).
- » **Logo Recognition** IMTA website, marketing materials, and event signage.
- » **Social Media Spotlights** providing enhanced brand exposure throughout the year.

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Patron Sponsors

\$8,000

EVENT BENEFITS

- » **Key Sponsorship** at the IMTA Management Conference (Silver) and Iowa Truck Driving Championships (Silver).
- » **Choose Three Additional Events** to sponsor from: Safety Professionals Conference, IMTA Spring Golf Outing, Maintenance Professionals Conference, and Leadership Class.

MARKETING & VISIBILITY

- » **Recognition in Every Issue** of the Lifeline Magazine (4 issues).
- » **Logo Recognition** IMTA website, marketing materials, and event signage.
- » **Social Media Spotlights** providing enhanced brand exposure throughout the year.

Associate Sponsors

\$5,000

EVENT BENEFITS

- » **Key Sponsorship** at the IMTA Management Conference (Bronze) and Iowa Truck Driving Championships (Bronze).
- » **Choose Three Additional Events** to sponsor from: Safety Professionals Conference, IMTA Spring Golf Outing, Maintenance Professionals Conference, and Leadership Class.

MARKETING & VISIBILITY

- » **Recognition in Every Issue** of the Lifeline Magazine (4 issues).
- » **Logo Recognition** IMTA website, marketing materials, and event signage.
- » **Social Media Spotlights** providing enhanced brand exposure throughout the year.

Colleague Sponsors

\$3,000

EVENT BENEFITS

- » **Key Sponsorship** at the IMTA Management Conference (Bronze) and Iowa Truck Driving Championships (Bronze).

MARKETING & VISIBILITY

- » **Recognition in Every Issue** of the Lifeline Magazine (4 issues).
- » **Logo Recognition** IMTA website, marketing materials, and event signage.
- » **Social Media Spotlights** providing enhanced brand exposure throughout the year.

