

cornerstone sponsorship program

2025
details &
benefits

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 2025 and become a sponsor today!

commitment

The IMTA is committed to helping its Allied members receive the highest return on investment possible from their involvement with the association. The Cornerstone Sponsorship Program is the single greatest opportunity available to help companies achieve this.

Cornerstone Sponsors receive exclusive IMTA updates to continually inform their companies on how they can get the most out of their sponsorship and ensuring the sponsorship benefits are satisfied.

benefits

IMTA's Cornerstone Sponsorship Program is divided into six different sponsorship packages with exclusive opportunities in each package.

Sponsors are given unique benefits only available to Cornerstone Sponsors with the convenience of paying with one annual check.

Benefits start October 1, 2024 and conclude September 30, 2025 --- so you better act fast to take advantage of your benefits right away!

in 2024

record breaking
participation

in the IMTA Cornerstone
Sponsorship Program

commitment deadline
date: september 30, 2024
invoices to be mailed october 1, 2024

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



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PLATINUM SPONSOR LEVEL

\$25,000

EVENTS

- » IMTA Board of Directors Meetings --- Exclusive Event Sponsor & Special Recognition During Meeting
- » Management Conference --- Platinum Sponsor
- » Management Conference --- Up to \$2,500 Towards Registrations (*not including golf*)
- » Iowa Truck Driving Championships --- Platinum Sponsor
- » Safety Professionals Conference --- Platinum Sponsor
- » Truck PAC Iowa Golf Outing --- Platinum Sponsor
- » Maintenance Professionals Conference --- Platinum Sponsor
- » Leadership Class --- Platinum Sponsor
- » ***NEW*** Sustainability Conference --- Platinum Sponsor
- » ***NEW*** Finance Conference --- Platinum Sponsor

COMMUNICATIONS / ADDITIONAL EXPOSURE

- » Full-page advertisement in Lifeline magazine (4 issues)
- » Listed in every issue of the Lifeline Magazine (4 issues)
- » Signage inside the IMTA office & at all events
- » Logo in IMTA e-newsletters with link to company site
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials
- » ***NEW*** Social media spotlights/recognition

EXECUTIVE SPONSOR LEVEL

\$15,000

EVENTS

- » Management Conference --- Gold Sponsor
- » Management Conference --- Up to \$1,500 Towards Registrations (*not including golf*)
- » Iowa Truck Driving Championships --- Gold Sponsor
- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor
- » ***NEW*** Sustainability Conference --- General Event Sponsor
- » ***NEW*** Finance Conference --- General Event Sponsor

COMMUNICATIONS / ADDITIONAL EXPOSURE

- » Half-page advertisement in Lifeline magazine (4 issues)
- » Listed in every issue of the Lifeline Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials
- » ***NEW*** Social media spotlights/recognition

SIGNATURE SPONSOR LEVEL

\$10,000

EVENTS

- » Management Conference --- Gold Sponsor
- » Management Conference --- Up to \$1,000 Towards Registrations (*not including golf*)
- » Iowa Truck Driving Championships --- Gold Sponsor

PICK THREE ADDITIONAL EVENT SPONSORSHIPS FROM THE LIST BELOW:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor
- » ***NEW*** Sustainability Conference --- General Event Sponsor
- » ***NEW*** Finance Conference --- General Event Sponsor

COMMUNICATIONS / ADDITIONAL EXPOSURE

- » Listed in every issue of the Lifeline Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials
- » ***NEW*** Social media spotlights/recognition



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PATRON SPONSOR LEVEL

\$8,000

EVENTS

- » Management Conference --- Silver Sponsor
- » Iowa Truck Driving Championships --- Silver Sponsor

PICK THREE ADDITIONAL EVENT SPONSORSHIPS FROM THE LIST BELOW:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor
- » ***NEW*** Sustainability Conference --- General Event Sponsor
- » ***NEW*** Finance Conference --- General Event Sponsor

COMMUNICATIONS / ADDITIONAL EXPOSURE

- » Listed in every issue of the Lifeline Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials
- » ***NEW*** Social media spotlights/recognition

ASSOCIATE SPONSOR LEVEL

\$5,000

EVENTS

- » Management Conference --- Bronze Sponsor
- » Iowa Truck Driving Championships --- Bronze Sponsor

PICK TWO ADDITIONAL EVENT SPONSORSHIPS FROM THE LIST BELOW:

- » Safety Professionals Conference --- General Event Sponsor
- » Truck PAC Iowa Golf Outing --- General Event Sponsor
- » Maintenance Professionals Conference --- General Event Sponsor
- » Leadership Class --- General Event Sponsor
- » ***NEW*** Sustainability Conference --- General Event Sponsor
- » ***NEW*** Finance Conference --- General Event Sponsor

COMMUNICATIONS / ADDITIONAL EXPOSURE

- » Listed in every issue of the Lifeline Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials
- » ***NEW*** Social media spotlights/recognition

COLLEAGUE SPONSOR LEVEL

\$3,000

EVENTS

- » Management Conference --- Bronze Sponsor
- » ***NEW*** Iowa Truck Driving Championships --- Bronze Sponsor

COMMUNICATIONS / ADDITIONAL EXPOSURE

- » Listed in every issue of the Lifeline Magazine (4 issues)
- » Logo on IMTA website with link to company site
- » Logo or listing in IMTA marketing materials
- » ***NEW*** Social media spotlights/recognition

QUESTIONS?

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commitment deadline
date: september 30, 2024
invoices to be mailed october 1, 2024