



# AMTA SPONSORSHIP GUIDE

2024



# About AMTA

AMTA is a not-for-profit, advocacy, and safety training association. For more than 85 years, our work has encompassed a broad range of environmental, socioeconomic, psychosocial, safety, and compliance matters that impact provincial highways. Projects in research and innovation enable AMTA to bring key partners together to lead and develop new technologies that will significantly enhance industry while reducing adverse human and environmental impacts.

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**Contact:**

**Laurie Tod**

**780-395-7150**

**events@amta.ca**



amta\_ca



Alberta Motor Transport Association



Alberta Motor Transport Association

**| 2024**



# Professional Truck Driving Championship June 1, 2024 Edmonton

## About Professional Truck Driving Championship

The AMTA Annual Professional Truck Driving Championship showcases up to 50 top professional commercial drivers from across the province and beyond, who demonstrate the skills required to be the best in the industry. Whether competing in one or all four of the challenges, these drivers have the driving and technical skills, theory and applied knowledge, and demonstrated abilities for safe, rewarding, and successful careers in the industry.

## Why Sponsor

Gain access to, connect with, and get your brand noticed by leaders, owners, drivers, carriers and suppliers, supporters, and volunteers within Alberta's commercial transportation industry.

AMTA offers a broad range of sponsorship opportunities, based on your budget and needs, to help you engage with your target audiences and achieve your business goals.

## Brand Recognition and Exposure

Sponsoring #PTDC2024 is a cost-effective investment that will help you build and nurture business relationships and generate leads.

Registration opens April 1, 2024

Registration closes May 23, 2024





# Professional Truck Driving Championship

## June 1, 2024

### Edmonton

## Presenting Sponsor

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### ● \$5,000 (One available)

- Seating for up to six (6) sponsor representatives at Awards Dinner
- Company logo on napkins at Awards Dinner\*
- Emcee recognition during event and Awards Dinner
- Referred to in all marketing materials as 'Presenting Sponsor'
- Opportunity to address attendees for up to two (2) minutes at Awards Dinner
- Opportunity to display sponsor-provided pop-up banner at Awards Dinner
- Logo on all-sponsors page in event program
- One (1) full-colour full page ad in event program
- Four (4) full colour ads in AMTA eNews (distribution: 14,000+)
- Company logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one (1) sponsor-provided promotional item in driver competitor kits

\*Sponsorship must be paid by Wednesday, May 1 to secure logo on napkins

## Lunch Sponsor

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### ● \$3,000 (One available)

- Seating for up to four (4) sponsor representatives at Awards Dinner
- Opportunity to address attendees for up to one (1) minute at lunch
- Opportunity to display sponsor-provided pop-up banner at lunch
- Referred to in all marketing materials as 'Lunch Sponsor'
- Emcee recognition during lunch
- Logo on all-sponsors page in event program
- One full-colour 1/2 page ad in event program
- Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed and linked on AMTA website event page
- Recognition on social media before, during, and after event
- Opportunity to provide one (1) sponsor-provided promotion item in driver competitor kits

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## AMTA Edmonton

Location of Event  
AMTA - 3599 56 Ave E,  
Edmonton International  
Airport

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Saturday June 1, 2024

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Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca

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# Professional Truck Driving Championship

## June 1, 2024

### Edmonton

## Express Breakfast Sponsor

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- **\$1,500 (One available)**

- Seating for up to two (2) sponsor representatives at Awards Dinner
- Opportunity to display sponsor-provided pop-up banner at breakfast
- Emcee recognition during breakfast
- Referred to in all marketing materials as 'Express Breakfast Sponsor'
- Logo on all-sponsors page in event program
- One (1) full-colour 1/4 page ad in event program
- Two (2) full colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one (1) sponsor-provided promotional item in driver competitor kits

## Lanyard Sponsor

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- **\$1,500 (One available)**

- Seating for up to two (2) sponsor representatives at Awards Dinner
- Sponsor logo prominently displayed on all driver/volunteer lanyards
- Emcee recognition during Awards Dinner
- Referred to in all marketing materials as 'Lanyard Sponsor'
- Logo on all-sponsors page in event program
- One full-colour 1/4 page ad in event program
- Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one sponsor-provided promotional item in driver competitor kits

\*Sponsorship must be paid by Wednesday, May 1 to secure logo on lanyards

## AMTA Edmonton

Location of Event  
AMTA - 3599 56 Ave E,  
Edmonton International  
Airport

Saturday June 1, 2024

Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca



# Professional Truck Driving Championship

## June 1, 2024

### Edmonton

## AMTA Edmonton

Location of Event  
AMTA - 3599 56 Ave E,  
Edmonton International  
Airport

Saturday June 1, 2024

Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca

## Golf Cart Sponsor

- **\$1,500 (Three available)**

- Seating for up to two (2) sponsor representatives at Awards Dinner
- Company logo decal on all competition track golf carts
- Emcee recognition during Awards Dinner
- Referred to in all marketing materials as 'Golf Cart Sponsor'
- Logo on all-sponsors page in event program
- One (1) full-colour 1/4 page ad in event program
- Two (2) full colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one sponsor-provided promotional item in driver competitor kits

\*Sponsorship must be paid by Wednesday, May 1 to secure decal on golf carts

## Award Sponsor

- **\$500 (7 available)**

- Straight Truck
- Tandem Single-Axel Pup
- Tandem Bunk
- B-Train
- Team Championship Award
- Ann Taylor Grand Champion Award
- Fred Dedel Rookie Award

- Seating for up to two (2) sponsor representatives at Awards Dinner
- Company logo included on award
- Opportunity to present award winner with award
- Referred to in all marketing materials as 'Award Sponsor'
- Logo on all-sponsors page in event program
- One (1) full-colour ad in AMTA eNews (distribution: 14,000+)
- Logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one sponsor-provided promotional item in driver competitor kits

\*Sponsorship must be paid by Wednesday, May 1 to secure logo on awards



## Professional Truck Driving Championship June 1, 2024 Edmonton

### Kids Tent Sponsor

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- **\$1000 (One available)**
- Seating for up to two (2) sponsor representatives at Awards Dinner
- Sponsor logo included on Kids Tent colouring contest
- Referred to in all marketing materials as 'Kids Tent Sponsor'
- Opportunity to display sponsor-provided pop-up banner at Kids tent
- Logo on all-sponsors page in event program
- Emcee recognition during the event
- One full-colour 1/8 page ad in event program
- Logo displayed on AMTA event landing page
- One (1) full-colour ad in AMTA eNews (distribution: 14,000+)
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one sponsor-provided promotional item in driver competitor kits

### Registration Sponsor

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- **\$750 (One available)**
- Seating for up to two (2) sponsor representatives at Awards Dinner
- Opportunity to display sponsor-provided pop-up banner at registration table
- Referred to in all marketing materials as 'Registration Sponsor'
- Logo on all-sponsors page in event program
- One full-colour 1/8 page ad in event program
- One (1) full-colour ad in AMTA eNews (distribution: 14,000+)
- Logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one sponsor-provided promotional item in driver competitor kits

### In-Kind Sponsorship

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- Referred to in all marketing materials as 'In-Kind Sponsor'
- Logo on all-sponsors page in event program
- Logo displayed on AMTA event landing page
- Recognition on AMTA social media before, during, and after event

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## AMTA Edmonton

Location of Event  
AMTA -3599 56 Ave E,  
Edmonton International  
Airport

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Saturday June 1, 2024

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Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca

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# AMTA Golf Tournament Calgary - June 20, 2024 Edmonton - June 27, 2024

## Why Sponsor

Gain access to, connect with leaders and influencers within the industry.

AMTA is excited to offer a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals.

## Brand Recognition and Exposure

By promoting your company effectively at AMTA's annual golf tournaments, you're in an ideal position to generate leads with key decision-makers within the commercial transportation industry.





## AMTA Golf Tournaments Calgary - June 20th Edmonton - June 27th

### Blue Devil Golf Club

2300 194 Ave SE,  
Calgary, AB

June 20, 2024

### The Links at Spruce Grove

100 Links Rd  
Spruce Grove, AB

June 27, 2024

Contact:

Laurie Tod

780-395-7150

events@amta.ca

## Presenting Sponsor

- \$6000 (One available in Calgary)
- \$6000 (One available in Edmonton)
- One team registration (four golfers)
- Company logo on lunch menu cards
- Emcee and on-screen recognition throughout event
- Opportunity to display sponsor-provided pop-up banner during lunch
- Company name, logo, and website included on golfer sponsor form
- Opportunity to address attendees for two (2) minutes during lunch
- Four (4) full colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one (1) tournament prize
- Opportunity to provide one (1) company-provided promotional item in golfers' welcome package

## Express Breakfast Sponsor

- \$3000 (One available in Calgary)
- \$3000 (One available in Edmonton) - SOLD
- One team registration (four golfers)
- Emcee and on-screen recognition throughout event
- Opportunity to display sponsor-provided pop-up banner during breakfast
- Two (2) full colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one (1) tournament prize
- Opportunity to provide one (1) company-provided promotional item in golfers' welcome package



## AMTA Golf Tournaments Calgary - June 20th Edmonton - June 27th

### Blue Devil Golf Club

2300 194 Ave SE,  
Calgary, AB

June 20, 2024

### The Links at Spruce Grove

100 Links Rd  
Spruce Grove, AB

June 27, 2024

**Contact:**

Laurie Tod

780-395-7150

events@amta.ca

## Golf Cart Sponsor

- \$2,000 (Three available in Calgary) - SOLD
- \$2,000 (Three available in Edmonton)
- Company logo decal displayed on tournament golf carts
- Emcee and on-screen recognition throughout event
- Two (2) full colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one (1) tournament prize
- Opportunity to provide one (1) company-provided promotional item in golfers' welcome package

## Hole Sponsor

- \$1,000 (17 available Calgary)
- \$1,000 (17 available Edmonton)
- Tee box signage with company name and logo
- Emcee and on-screen recognition throughout event
- One (1) full colour ad in AMTA eNews (distribution: 14,000+)
- Logo displayed AMTA event landing page
- Recognition on AMTA social media before, during, and after event
- Opportunity to provide one (1) tournament prize
- Opportunity to provide one (1) company-provided promotional item in golfers' welcome package



# Driver Appreciation Days September 9-16th, 2024 Various Locations

## About Driver Appreciation Days

Celebrated as part of National Trucking Week in Canada, AMTA Driver Appreciation Days is a time when members, staff, volunteers, partners, and supporters express their appreciation – on behalf of all Albertans – to professional commercial drivers within the province. Volunteers are stationed at Commercial Vehicle Inspection Sites across Alberta and distribute gift bags to the drivers.

## Why Sponsor

By promoting your company, you're in an ideal position to generate leads within the commercial transportation industry. AMTA offers a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals.



## Driver Appreciation Days September 9 - September 16, 2024

### Location Sponsor

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- **\$1,000 (Eight available)**

- Atmore (Sept. 9)
- Demmitt (Sept. 11)
- Whitecourt (Sept. 13)
- Leduc (Sept. 16)
- Coutts (Sept. 10)
- Dunmore (Sept. 10)
- Jumping Pound (Sept. 12)
- Claresholm (Sept. 13)

- Logo on all-sponsor signage at each event location
- Two (2) full-colour AMTA eNews ads (distribution: 14,000+)
- Recognized as a sponsor in Western Canada Highway News
- Recognition on all marketing materials as “Location Sponsor”
- Opportunity to display one sponsor-provided pop-up banner on location
- Opportunity to have up to two (2) volunteers on-site at location
- Opportunity to place one (1) sponsor-provided item in location driver bags
- Sponsor logo printed on all Driver Appreciation Days driver bags (deadline of July 21, 2024)

### Thank a Trucker Sponsor

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- **\$500 (25 available)**

- One (1) full-colour AMTA eNews ad (distribution: 14,000+)
- Company logo on all-sponsor signage at each event location
- Recognized as a sponsor in Western Canada Highway News
- Recognition on all marketing materials as “Thank a Trucker Sponsor”
- Opportunity to place one (1) sponsor-provided item in location driver bags
- Sponsor logo printed on all Driver Appreciation Days driver bags (deadline of July 21, 2024)

### Swag Sponsor

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- Logo on all-sponsor signage at each event
- Opportunity to place one (1) sponsor-provided item in location driver bags
- Recognition on all marketing materials as “Swag Sponsor”

September 9-16, 2024

**Contact:**

Laurie Tod

780-395-7150

[events@amta.ca](mailto:events@amta.ca)





# Industry Innovation Expo

## September 26, 2024

### Edmonton

#### About Industry Innovation Expo

Join us for the first edition of our AMTA Industry Innovations Expo, exploring the forefront of low and zero-emission, electric, and alternative fuel commercial vehicles, alongside cutting-edge emerging technologies and the industry professionals leading the charge. Discover the future of sustainability for the commercial transportation industry and drive innovation forward with us

#### Why Sponsor

Gain access, connect with, and be seen by influential people within the industry. AMTA offers a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals.

#### Brand Recognition and Exposure

By promoting your company effectively at this expo, you're in an ideal position to generate leads within the commercial transportation industry. Position your company for success. Invest in building relationships and doing business in the industry.

#### Who Attends

Provincial and local government officials, AMTA carrier and supplier members, senior executives from carriers and other associations, other provincial associations, occupational health and safety representatives, human resource professionals, industry employers, and more.



## Industry Innovation Expo September 26, 2024 Edmonton

Location of Event  
Edmonton EXPO Center  
7515 118 Ave NW  
Edmonton AB

Thursday September 26, 2024

Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca

### VIP Lounge Sponsor

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- **\$3,000 (One available)**
  - Seating for up to four (4) Sponsor representatives
  - Referred to in all marketing materials as "VIP Lounge sponsored by: Your Company"
  - Opportunity to display sponsor-provided signage or pop-up banner at VIP Lounge
  - Emcee recognition during the event
  - Logo on all-Sponsors' page in event program
  - One (1) full-colour 1 page ad in event program
  - Three (3) full-colour ads in AMTA eNews (distribution: 14,000+)
  - Logo displayed and linked on AMTA website event landing page
  - Recognition on AMTA social media, before, during, and after event
  - Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags

### Show & Tell Exhibitor Sponsor

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- **\$2,500 (15 available)**
  - Display your Alternative Energy vehicle
  - 10x10 Tradeshow booth
  - Seating for up to two (2) Sponsor representatives
  - Opportunity to display sponsor-provided signage or pop-up banner at exhibitor booth
  - Referred to in all marketing materials as "Show & Tell Truck Exhibitor sponsored by: Your Company"
  - Emcee recognition during event
  - One (1) full-colour 1/2-page ad in event program
  - Logo on all-Sponsors' page in event program
  - Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
  - Logo displayed and linked on AMTA website event landing page
  - Recognition on AMTA social media, before, during, and after event
  - Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags



# Industry Innovation Expo

## September 26, 2024

### Edmonton

#### Location of Event

Edmonton EXPO Center  
7515 118 Ave NW  
Edmonton AB

Thursday September 26, 2024

#### Contact:

Laurie Tod  
780-395-7150  
events@amta.ca

## Stage Sponsor

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### ● \$2,500 (One available)

- Seating for up to two (2) Sponsor representatives
- One (1) full-colour 1/2 page ad in event program
- Opportunity to display sponsor-provided signage or pop-up banner at stage
- Referred to in all marketing materials as “Stage sponsored by: Your Company
- Emcee recognition during event
- Logo on all-Sponsors’ page in event program
- Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed and linked on AMTA website event landing page
- Recognition on AMTA social media, before, during, and after event
- Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags

## Networking Lounge Sponsor

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### ● \$2,000 (One available)

- Seating for up to two (2) Sponsor representatives
- Opportunity to displayed sponsor-provided signage or pop-up banner in Networking Lounge
- Referred to in all marketing materials as “Networking Lounge sponsored by: Your Company
- Emcee recognition during event
- Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
- One (1) full-colour 1/2-page ad in event program
- Logo on all-Sponsors’ page in event program
- Logo displayed and linked on AMTA website event landing page
- Recognition on AMTA social media, before, during, and after event
- Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags



## Industry Innovation Expo September 26, 2024 Edmonton

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### Location of Event

Edmonton EXPO Center  
7515 118 Ave NW  
Edmonton AB

Thursday September 26, 2024

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### Contact:

Laurie Tod  
780-395-7150  
events@amta.ca

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## Refreshment Sponsor

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- **\$2,000 (One available)**
  - Seating for up to two (2) Sponsor representatives
  - Opportunity to displayed sponsor-provided signage or pop-up banner in Refreshment Lounge
  - Referred to in all marketing materials as “Refreshment Lounge sponsored by: Your Company
  - Emcee recognition during event
  - Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
  - One (1) full-colour 1/2-page ad in event program
  - Logo on all-Sponsors’ page in event program
  - Logo displayed and linked on AMTA website event landing page
  - Recognition on AMTA social media, before, during, and after event
  - Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags

## Lanyard Sponsor

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- **\$2,000 (One available)**
  - Seating for up to two (2) Sponsor representatives
  - Sponsor name/logo prominently displayed on all lanyards
  - One (1) full-colour 1/2 page ad in event program
  - Referred to in all marketing materials as “Lanyard sponsored by: Your Company
  - Emcee recognition during event
  - Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
  - Logo on all-Sponsors’ page in event program
  - Logo displayed and linked on AMTA website event landing page
  - Recognition on AMTA social media, before, during, and after event
  - Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags





## Industry Innovation Expo September 26, 2024 Edmonton

### Location of Event

Edmonton EXPO Center  
7515 118 Ave NW  
Edmonton AB

Thursday September 26, 2024

### Contact:

Laurie Tod  
780-395-7150  
events@amta.ca

## Registration Sponsor

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### ● \$1,500 (One available)

- Seating for up to two (2) Sponsor representatives
- One (1) full-colour 1/4 page ad in event program
- Referred to in all marketing materials as "Registration Tent sponsored by: Your Company"
- Opportunity to display Sponsor-provided signage or pop-up banner at registration table
- Logo on all-Sponsors' page in event program
- Two (2) full-colour ads in AMTA eNews (distribution: 14,000+)
- Logo displayed and linked on AMTA website event landing page
- Recognition on AMTA social media, before, during, and after event
- Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags

## Session Sponsor

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### ● \$1,000 (2 available)

- Seating for up to two (2) Sponsor representatives
- Emcee recognition during event
- One (1) full-colour 1/4 page ad in event program
- Referred to in all marketing materials as "Session sponsored by: Your Company"
- One (1) full-colour ad in AMTA eNews (distribution: 14,000+)
- Logo on all-Sponsors' page in event program
- Logo displayed and linked on AMTA website event landing page
- Recognition on AMTA social media, before, during, and after event
- Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags



# Industry Innovation Expo September 26, 2024 Edmonton

## Friend of Industry Advancement Sponsor

- **\$500 (10 available)**
  - One (1) full-colour 1/4 page ad in event program
  - Referred to in all marketing materials as “Friend of Industry Advancement sponsored by: Your Company
  - Logo on all-Sponsors’ page in event program
  - Logo displayed and linked on AMTA website event landing page
  - Opportunity to provide one (1) Sponsor-provided promotional item in welcome bags

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### Location of Event

Edmonton EXPO Center  
7515 118 Ave  
Edmonton AB

Thursday September 26, 2024

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### Contact:

Laurie Tod  
780-395-7150  
events@amta.ca

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# Western Women with Drive

## October 22, 2024

### Edmonton

#### About Western Women with Drive

The AMTA Western Women with Drive annual conference attracts professional women, their allies, and other partners from across Alberta who work in a broad range of sectors within the commercial transportation industry. The Conference brings together leaders and innovators from government; carriers, suppliers, and logistics companies; sponsors; and supporters for the networking and discussion on a diverse range of leadership, safety, marketing, human resources, and other crucial industry topics.

#### Why Sponsor

Gain access, connect with, and be seen by people within the industry.

By promoting your company effectively at this event, you're in an ideal position to generate leads within the commercial transportation industry. AMTA offers a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals. Position your company for success.



Alberta Motor  
Transport Association

| 2024



## Western Women With Drive October 22, 2024 Edmonton

Event Location  
Enjoy Centre  
101 Riel Dr.  
St. Albert, AB

Tuesday October 22, 2024

Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca

### Lunch Sponsor

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● \$3,000 (One available)

- Two (2) full conference registrations
- VIP seating during sessions for up to two (2) representatives
- On-screen logo recognition during event
- Emcee recognition prior to and after lunch
- Recognized in all marketing material as 'Lunch Sponsor'
- Opportunity to display one (1) sponsor-provided pop-up banner during lunch
- Three (3) full colour ads in the AMTA eNews (distribution: 14,000+)
- Company logo displayed on AMTA event landing page
- Recognition on social media before, during, and after event
- Opportunity to place one (1) sponsor-provided item in delegate bag

### Breakfast Sponsor

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● \$2,500 (One available)

- One (1) full conference registration
- VIP seating during sessions for up to two (2) representatives
- On-screen logo recognition during event
- Emcee recognition during and after breakfast
- Recognized in all marketing material as 'Breakfast Sponsor'
- Three (3) full colour ads in the AMTA eNews (distribution: 14,000+)
- Opportunity to display one (1) sponsor-provided pop-up banner during breakfast
- Company logo displayed on AMTA event landing page
- Recognition on social media before, during, and after event
- Opportunity to place one (1) sponsor-provided item in delegate bag





# Western Women With Drive

## October 22, 2024

### Edmonton

## Speaker Sponsor

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- **\$1,250 (Two available)**
  - One (1) full conference registration
  - Opportunity to introduce speaker before session
  - VIP seating during sessions for up to two (2) representatives
  - On-screen logo recognition during event
  - Two (2) full colour ads in the AMTA eNews
  - Emcee recognition before and after speaker session
  - Recognized in all marketing material as 'Speaker Sponsor'
  - Opportunity to display one (1) sponsor-provided pop-up banner during Speaker Session
  - Company logo displayed on AMTA event landing page
  - Recognition on social media before, during, and after event
  - Opportunity to place one (1) sponsor-provided item in delegate bag

## Energy Break Sponsor

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- **\$1,000 (Two available)**
  - One (1) full conference registration
  - VIP seating during sessions for up to two (2) representatives
  - On-screen logo recognition during event
  - Emcee recognition before and after Energy break
  - Recognized in all marketing material as 'Energy Break Sponsor'
  - Opportunity to display one (1) sponsor-provided pop-up banner during Energy break
  - Two (2) full colour ads in the AMTA eNews
  - Company logo displayed on AMTA event landing page
  - Recognition on social media before, during, and after event
  - Opportunity to place one (1) sponsor-provided item in delegate bag

Event Location  
Enjoy Centre  
101 Riel Dr.  
St. Albert, AB

Tuesday October 22, 2024

Contact:  
Laurie Tod  
780-395-7150  
events@amta.ca



## Western Women With Drive October 22, 2024 Edmonton

Event Location  
Enjoy Centre  
101 Riel Dr.  
St. Albert, AB

Tuesday October 22, 2024

**Contact:**

Laurie Tod  
780-395-7150  
events@amta.ca

### Decor Sponsor

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- **\$1,000 (Two available)**
  - One (1) full conference registration
  - VIP seating during sessions for up to two (2) representatives
  - On-screen logo recognition during event
  - Emcee recognition at lunch and closing remarks
  - Recognized in all marketing material as 'Decor Sponsor'
  - Two (2) full colour ads in the AMTA eNews
  - Company logo displayed on AMTA event landing page
  - Recognition on social media before, during, and after event
  - Opportunity to place one (1) sponsor-provided item in delegate bag

### Lanyard Sponsor - SOLD

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- **\$1,000 (One available)**
  - One (1) full conference registration
  - Sponsors company logo included on delegate pass lanyard
  - VIP seating during sessions for up to two (2) representatives
  - Emcee recognition at lunch
  - On-screen logo recognition during event
  - Recognized in all marketing material as 'Lanyard Sponsor'
  - Two (2) full colour ads in the AMTA eNews
  - Company logo displayed on AMTA event landing page
  - Recognition on social media before, during, and after event
  - Opportunity to place one (1) sponsor-provided item in delegate bag

\*Sponsorship must be paid by September 1st, 2024



# AMTA Regional Meetings Various Locations

## About Regional Meetings

AMTA Regional Meetings are an opportunity for members, partners, and anyone interested in commercial transportation to gather and learn about industry updates, WCB , Alberta Sheriffs, AMTA events, and guest speakers.

## Why Sponsor

Gain access, connect with, and be seen by people within the industry. AMTA offers a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals.

## Brand Recognition and Exposure

By promoting your company at Regional Meetings, you're in an ideal position to generate leads within the commercial transportation industry. Invest in building relationships and doing business in the industry. Position your company for success.

## Who Attends?

Provincial and local government officials, AMTA carrier and supplier members, senior executives from carriers and other associations, other provincial associations, occupational health and safety representatives, human resource professionals, industry employers, and more.



## Regional Meetings Sponsorships

### Virtual Meeting Sponsor

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- **\$2,000 (one available)**
- Listed on pre-meeting slide deck as “AMTA 2024 Virtual Regional Meeting Sponsor”
- Listed on AMTA Website as ‘AMTA 2024 Virtual Regional Meeting Sponsor’
- Listed on Eventbrite events as ‘AMTA 2024 Virtual Regional Meeting Sponsor’
- Opportunity to speak two minutes at two virtual meetings per year
- All Regional Meetings advertising and information on eNews to list company as AMTA 2024 Virtual Regional Meeting Sponsor
- 10% discount on all 2024 AMTA event registrations
- First right of refusal to renew in 2025

### Regional Meeting In Person Venue and Lunch Sponsor

- **Grande Prairie**
  - **Edmonton**
  - **Calgary**
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- **\$5,000 (Each city available)**

- Admission for one to all 5 in person Regional Meetings at your sponsorship location
- Free admission to bring one guest to three in-person Regional Meetings at your sponsorship location
- Listed on AMTA Website as ‘AMTA 2024 at your sponsorship location Regional Meeting In-person Venue & Lunch Sponsor’
- Listed on Eventbrite events as ‘AMTA 2024 at your sponsorship location Regional Meeting In-person Venue & Lunch Sponsor’
- Opportunity for Sponsors to speak two minutes at in-person meetings per year
- Opportunity to place Sponsor pop-up banner at sponsorship location selected in-person Regional Meetings
- All Regional Meetings advertising and information on eNews to list company as AMTA 2024 sponsorship location selected Regional Meeting Venue & Lunch Sponsor
- First right of refusal to renew in 2025

**Contact:**

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# Driver of the Month Sponsorship

Award presented at AMTA Regional Meetings

## About the Driver of the Month

Selected winners are presented with a Driver of the Month certificate, monogrammed AMTA jacket and more. The nominating Carriers receive a matching certificate to display this accomplishment with pride. The selected driver is added to the Driver of the Month page on [amta.ca](http://amta.ca), and the driver and their company are featured on AMTA social media with exposure and potential for thousands of engagements.

Yearly AMTA Driver of the Month recipients are voted upon from which a Driver of the Year is selected. The Driver of the Year Award is presented yearly at the AMTA Conference & AGM and includes a video of the driver and their accomplishments, award and \$500 gift certificate.



## Driver of the Month Sponsor

### Exclusive Sponsor - Sold

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- \$5,000 (one available)
- Admission for one to all in person 2024 Regional Meetings to present Driver of the Month award
- Listed on AMTA Website - Regional meeting page as AMTA 2024 Driver of the Month Sponsor
- Opportunity for present Driver of the month award to award winner in person at Regional meeting or virtual meeting
- Sponsors logo included on the Driver of the Month certificate
- 10 Driver of the month winners per year
- Opportunity to take photo with award winner at in person meetings
- Recognized at Driver of the Month sponsor when Award winner is posted to AMTA socials
- Recognized on eNews Driver of the Month winner posts as Driver of the Month sponsor

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**Contact:**

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