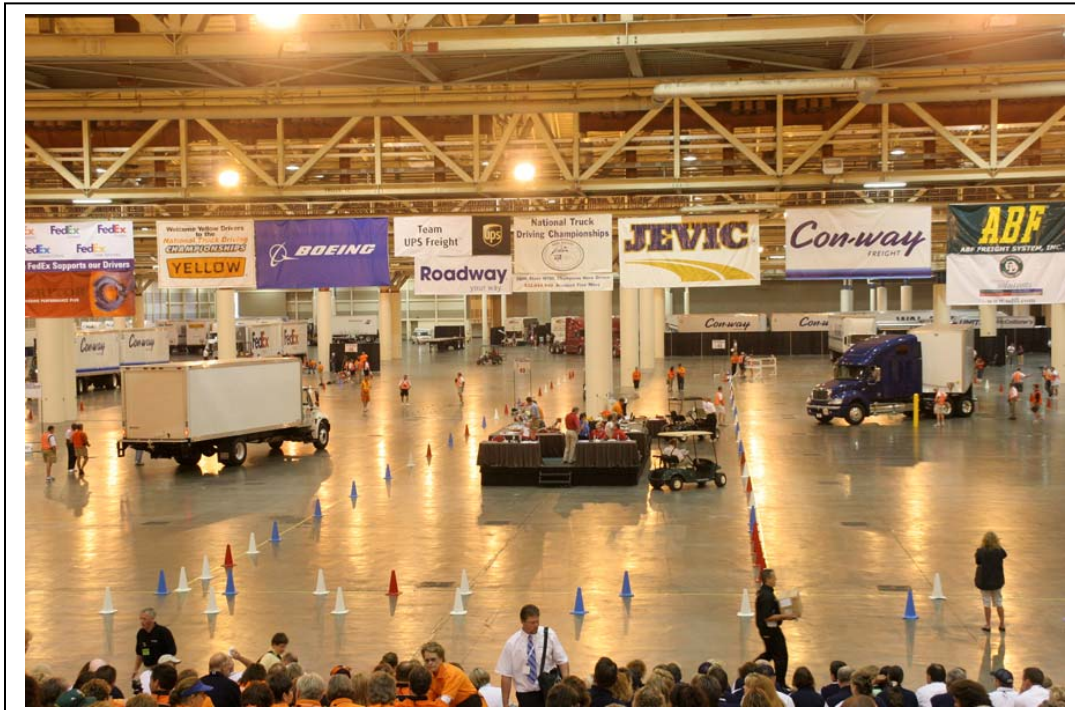




2009 NATIONAL TRUCK DRIVING CHAMPIONSHIPS

SPONSORSHIP OPPORTUNITIES



**Invest in Trucking and Realize
Your Company's Growth Potential**

ATA Safety & Loss Prevention Management Council
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T: (703) 838-1919 * F: (703) 838-1965
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National Truck Driving Championships

Tuesday, August 18 to Saturday, August 22, 2009 – San Jose, CA

Description

The National Truck Driving Championships is the premier safe driving competition in the trucking industry. Winners of state truck driving championships come to NTDC to compete for national awards within 8 or 9 classes of truck competition and for the title of Grand Champion. NTDC allows drivers to display their exceptional skills, knowledge and professionalism.

Primary Attendance

2,500 professional truck drivers, trucking safety personnel, motor carrier company officials, Federal Motor Carrier Safety Administration, Public Safety and Law Enforcement representatives, spectators, and press.

Sponsorship Opportunities



Awards Banquet	\$50,000 each
Breakfast of Champions	\$30,000 each
NTDC Platinum Corporate Sponsor	\$25,000 each
NTDC Gold Corporate Sponsor	\$10,000 each
NTDC Silver Corporate Sponsor	\$ 5,000 each
14 Golf Carts	\$ 5,000 total
2 Contestant Luncheons	\$ 7,000 each
1 Contestant Hot Breakfast	\$ 6,000/\$2,000 co-sponsor
1 Contestant Continental Breakfast	\$ 5,000 each
1 Judges Reception	\$10,000/\$5,000 co-sponsor
1 Judges Hot Breakfast	\$ 6,000/\$2,000 co-sponsor
2 Judges Luncheons	\$ 5,000 each
3 Judges Continental Breakfast	\$ 5,000 each
8 Coffee Breaks	\$ 2,500 each
8 Driver Bullpen Sponsors	\$ 1,000 each
2 Courses/12 Problems	\$ 1,000 ea/\$250 ea
Parade Finale	\$ 1,500 each

In addition to monetary contributions to this important event, we also encourage in-kind assistance such as providing equipment to be used in competition.

Exposure

1. NTDC Corporate Sponsorship

Be a part of our NTDC team by electing to become a corporate sponsor. Your company can be recognized throughout the event as a premier supporter of the trucking industry's greatest safety event - the National Trucking Driving Championships. There are three levels of Corporate Sponsorship: Platinum (sponsorship by multiple companies within a corporation); Gold (sponsorship by a single company); Silver (sponsorship by a single company).

By becoming a **Platinum and Gold** NTDC corporate sponsor, your company is provided the opportunity to have:

- Sponsor's company logo appear on the NTDC letterhead
- Sponsor recognized as a Corporate Sponsor in the NTDC program
- Full page ad in the NTDC program and recognition in the *Informer*
- Sponsor's name appear on the corporate sponsor banner hanging in the Convention Center during the 4 days of competition
- Sponsor's company banner displayed prominently from the Convention Center ceiling
- Reserved seating for Saturday finals.

A **Silver** NTDC Corporate Sponsorship affords your company the following:



- Recognition as a Corporate Sponsor in the NTDC Program
- A ½ page ad in the NTDC Program
- Sponsor's company name on the corporate sponsor banner that is displayed in the Convention Ctr.
- Recognition as a Corporate Sponsor in NTDC press releases and website

2. Awards Banquet (Sat., August 22, 6:15 p.m.)

Many consider this event the highlight of NTDC. Here the winners of each class are honored, as well as special awardees and the ultimate Grand Champion recipient. Attended annually by 1,700+ drivers, safety personnel, company officials, and event attendees, the banquet provides its sponsor(s) with the opportunity to address the throng of decision makers and influential purchasers of the leading carriers in the world.



As one of the premier events, your sponsorship will be highlighted in press releases and event materials. Don't miss this chance to set your name above all others as THE supporter of trucking safety and earn the ultimate appreciation of your customers.

In addition, the award banquet sponsor is provided the opportunity to have:

- Sponsor's banner displayed prominently at the banquet and from the ceiling of the Convention Center
- Sponsor's product brochure/flyer placed at each seat in the banquet hall
- Sponsor's logo appear on NTDC letterhead
- Sponsor recognized as a corporate sponsor in the NTDC Program
- A full-page ad in the NTDC program, in *Transport Topics* and in the *Informer*
- Sponsor's name appear on the corporate sponsor banner hanging in the Convention Center during the four days of competition

3. Breakfast of Champions (Thurs., August 20, 7:15 a.m.)

The Breakfast of Champions sponsor is provided the opportunity to have:

- A banner with its company logo prominently displayed during breakfast
- Sponsor's company banner displayed prominently at the banquet and from the ceiling in the Convention Center
- Sponsor's logo appear on NTDC letterhead
- Sponsor recognized as a corporate corporate sponsor in the NTDC Program
- One full page ad in NTDC program
- Sponsor's name appears on the corporate sponsor banner hanging in the Convention Center



Coffee break and lunch sponsors receive signage, mention on the back cover of the NTDC Program, periodic thank you announcements during the event, and recognition in the post congratulations and thank you letters. Lunch sponsors receive mention on the lunch tickets.

4. **Equipment** (Tues., August 18 – Saturday, August 22)

Major equipment manufacturers also assist in this important safety event by loaning equipment that is then used in competition. The equipment provided must meet the specifications set forth in the Championships Rulebook and must be ready for inspection the Monday before competition, delivered on the Tuesday of competition and picked up on Saturday afternoon. Equipment sponsors are recognized in:

- A “thank you to sponsors” flyer that is included in the advance and post materials sent to corporate officials, volunteers (generally trucking safety professionals), and competitors;
- A listing and full page ad in the NTDC Onsite Program
- A announcements made throughout the competition
- The “thank you to sponsors” presentation at the Awards Banquet (logo displayed)
- A press release
- The Equipment Parade on Saturday

A utilization report is provided at the conclusion of the competition.

NTDC Awards Sponsorships

Description

The first, second and third place NTDC winners in each of the truck classes (National Champions) are honored at the awards banquet and receive a plaque and cash award (\$1000, \$500 and \$250, respectively). In addition, special awards are presented which recognize unique outstanding achievements. They also receive a trophy. The presentations will be made Saturday, August 22, after 6:15 p.m.

Attendance at Awards Ceremony

1,700 + professional truck drivers, trucking safety personnel, motor carrier company officials, and family/friends.

Sponsorship Opportunities:

Grand Champion	\$10,000
Professional Excellence Award	\$ 5,000
Vehicle Condition Award	\$ 5,000
State Team Trophy	\$ 5,000
National Rookie of the Year	\$ 5,000
NTDC Lifetime Volunteer Awardee	\$ 2,000



1. Grand Champion

The Grand Champion is selected from among the National Champions (1st place winners after finals) based upon a handicapping system which relates to the NTDC Skills Test Score of each National Champion to the average Skills Test Score of that class. Driver receives a trophy, plaque and ring. Driver and sponsor are again recognized at the ATA Management Conference & Exhibition during award presentation and in Awards flyer.

2. Professional Excellence Award

The Neill Darmstadter Professional Excellence Award recognizes a driver judged to best exemplify the characteristics of a professional truck driver, based on their driving record, skill, attitude and personality as evidenced by their work history and performance in various NTDC skills tests and interview. Driver receives a plaque.

3. Vehicle Condition Award

The Vehicle Condition Award is presented to the driver that is judged to possess the highest knowledge and have taken the greatest care of his/her equipment, enabling him/her to maintain a safe and efficient vehicle, as determined from his/her NTDC pre-trip inspection methods. Driver receives a plaque.



4. State Team Trophy

The Team Trophy is awarded to the team of State Champions achieving the highest average score at the National Championships. The State Trucking Association and each driver of the winning state team receives a plaque.

5. National Rookie of the Year Award

The Rookie of the Year Award is presented to the driver who has competed for the first time in both a state truck driving championships and NTDC, who has exhibited to the interviewer and pre-trip judges, and den mothers that he or she possesses a high degree of professionalism and has one of, if not the highest average semi-final score of Rookies competing. Driver receives a plaque.

6. NTDC Lifetime Volunteer Award

The NTDC Life-Time Volunteer Award goes to the NTDC volunteer(s) whose exemplary efforts have contributed to the overall success of NTDC. Individual(s) receive a plaque.



Note: When such awards are sponsored, a cash award or other appropriate “prize” is presented to the recipient, as mutually agreed upon by the sponsor and ATA.

Funding/Deadline: January – July; full payment needed 30 days prior to event. Logo, ads, banners must be provided by July 1, 2009 in order to meet print and shipping deadlines.

The marketing opportunities are as endless as your imagination.

Although there is no precedent, we would consider sponsorships for new technology for the written examination or scoring, pre-trip inspection, decorations for the driver bullpen(s), spectator events, or upgrades to the event such as video cameras to allow spectators to watch portions of the competition that are difficult to see

In-kind sponsorships are also welcome such as technology that assists in the running of the championships whether vehicles, communication devices, computers, etc.

2009 NATIONAL TRUCK DRIVING CHAMPIONSHIPS SPONSORSHIP

- Yes, sign me up - I want to be a Corporate Sponsor:**
 - Platinum Sponsor @ \$25,000
 - Gold Sponsor @ \$10,000
 - Silver Sponsor @ \$5,000

- Yes, sign me up – I want to sponsor:**
 - One of the two NTDC obstacle courses @ \$1,000
 - One of the driver “bullpens” @ \$1,000
 - The NTDC golf carts used to run drivers and scores @ \$ 5,000
 - An NTDC Contestant Luncheon @ \$7,000
 - An NTDC Contestant Hot Breakfast @ \$6,000/\$2,000 co-sponsor (circle)
 - An NTDC Contestant Continental Breakfast @ \$5,000
 - An NTDC Judges Hot Breakfast @ \$6,000/\$2,000 co-sponsor (circle)
 - An NTDC Judges Luncheon @ \$5,000
 - The NTDC Judges Reception @ \$10,000/\$5,000 co-sponsor (circle)
 - An NTDC Contestant/Judges Coffee Break @ \$2,500
 - The NTDC Life-Time Volunteer Award @ \$2,000
 - The Neill Darmstadter Professional Excellence Award @ 5,000
 - The Vehicle Condition Award @ \$5,000
 - The Rookie of the Year @ \$5,000
 - The State Team Trophy @ \$5,000

- Yes, sign me up – I want to sponsor:**
 - The NTDC Awards Banquet @ \$50,000
 - The Breakfast of Champions @ \$30,000
 - The NTDC belt buckles @ \$11,000
 - The Grand Champion Award @ \$10,000

- Yes, sign me up – I want to provide equipment.**

- Yes, I want to be a sponsor but would like to know what my other options are.**

Contact Name:					
Company Name:					
Street Address:					
City, State, Zip					
Telephone		Fax:		E-mail:	

Return to: Ms. Susan Chandler, ATA S&LPMC, 950 N. Glebe Rd., Ste. 210, Arlington, VA 22203;
 Fax: (703) 838-1965; schandle@trucking.org or sgarney@trucking.org Call (703) 838-1919 for assistance.