



2018 PARTNERSHIP OPPORTUNITIES

Presenting Partnership (1 Partnership available)

Fee: \$15,000 (must commit by August 17, 2018 to receive all rights and benefits)

- Same as Platinum Partnership opportunities **PLUS**
- Company logo on event marketing materials which may include T-shirt, brochure, poster, website, event program, **press release and registration confirmation**
- **Full-page ad 8½" x 11** (may be designed and provided by partner) in event program
- Premier mention of Presenting Partnership in social media
- Predominately displayed signage at event (four 3' x 5' and **two 3' x 10'** banners), *supplied by SO-AL*
- Presenting partner status - "The Truck Convoy for Special Olympics Presented by (you)"
- Recognition in SO-AL Annual Report the following year
- Up to **30** entries in the Convoy, **one placed within the first 10 trucks in Convoy**; preferred parking/display of one truck at Talladega Speedway; lunch for registered drivers.
- Sponsor has first right of refusal for Presenting Partner of the Alabama 2019 Truck Convoy

Platinum Partnership (3 Partnerships Available)

Fee: \$10,000 (must commit by August 17, 2018 to receive all rights and benefits)

- Same as Guardian Partnership opportunities **PLUS**
- **Company employee or spokesperson offered speaking opportunity at event**
- **Right to use Truck Convoy for Special Olympics logo in marketing materials**
- Company logo on event marketing materials which may include T-shirt, **poster**, website & event program
- **Half-page ad 5" x 8"** (designed and provided by partner) in event program
- Sponsorship announcement and link to partner's website in e-communications
- Premier mention of Platinum Partnership in social media
- Predominately displayed partner supplied signage at event (**four 3' x 5'** banners)
- Up to **25** entries in the Convoy, **one placed within the first 15 trucks in Convoy**; preferred parking/display of one truck at Talladega Speedway; lunch for registered drivers.

Guardian Partnership (5 Partnerships Available)

Fee: \$5,000 (must commit by August 17, 2018 to receive all rights and benefits)

- Same as Gold Partnership opportunities **PLUS**
- Company logo on event marketing materials which may include T-shirt, **website** and event program
- Quarter-page ad 3½" x 5" (designed and provided by partner) in event program
- Predominately displayed partner supplied signage at Talladega Speedway (**three 3' x 5'** banners)
- Up to **20** entries in the Convoy, **one placed within the first 20 trucks in Convoy**; preferred parking/display of one truck at Talladega Speedway; lunch for registered drivers.

Gold Partnership (10 Partnerships Available)

Fee: \$2,500 (must commit by August 17, 2018 to receive all rights and benefits)

- Same as Silver Partnership opportunities **PLUS**
- Company logo on event marketing materials which may include T-shirt and event program.
- Opportunity for Truck Dealerships to "show" one new tractor at Talladega Speedway
- Predominately displayed partner supplied signage at Talladega Speedway (**two 3' x 5'** banners)
- Up to **15** entries in the Convoy, preferred parking of one truck @ Talladega; lunch for registered drivers.



2018 PARTNERSHIP OPPORTUNITIES

Silver Partnership

Fee: \$1,000 (must commit by September 3, 2018)

- Same as Bronze Partnership opportunities **PLUS**
- Company recognized with award at Convoy kick-off
- Opportunity to provide item promoting your company for all participants' goodies bags.
- Up to **ten** entries in the Convoy and lunch for registered drivers.

Bronze Partnership

Fee: \$750 (must commit by September 3, 2018)

- Company name placed in event program as Bronze Sponsor
- Opportunity to display partner supplied signage at the Talladega Speedway (one 3' x 5' banner)
- Up to **five** entries in the Convoy and lunch for registered drivers.

Long Haul Partnership

Fee: \$500 (must commit by September 3, 2018)

- Same as Short Haul Partnership opportunities **PLUS**
- Up to **three** entries in the Convoy and lunch for registered drivers.

Short Haul Partnership

Fee: \$250 (must commit by September 3, 2018)

- Business card ad space in event program (3 ½" x 2")
- **One** entry in the Convoy and lunch for registered driver

Convoy Participant

Fee: \$100 (Can register at the event if not done so in advance)

- One entry in the Convoy and lunch for registered driver

Show Truck Participant (Not participating in convoy but will show truck at Post-Convoy Celebration)

Fee: \$100 (Can register at the event if not done so in advance)

- One entry into the Truck Show and lunch for registered driver

Truck entries may be shared with clients at any of the partnership levels.

Bids for live auctions do NOT count towards partnership levels, however driver pledges do.

All registered drivers will receive an event goody bag and lunch.

Additional lunches can be purchased at the event for passengers/guests.