



**2020 ATA Golf Classic**  
**September 22, 2020**  
*11:00 a.m. Lunch / Noon Shotgun Start*

*"Difficulties mastered are opportunities won"*  
-Sir Winston Churchill

It's been a difficult year for our nation, and the trucking industry has had to shoulder a large part of the relief effort and subsequent recovery caused by the COVID-19 pandemic. It is also an election year, and we must keep our momentum for the upcoming political races that will impact our industry.

To accomplish our goals, we must ensure that our Golf Classic tournament is successful regardless of the obstacles before us. Our event is more than a game of golf. It's about preserving our interests and needs as stakeholders in one of the nation's most vital business sectors. We must remain focused!

Because of the realities of the ongoing pandemic, and for the safety of all involved with our tournament, physical distancing measures will be in place at the event. This means many things will be different, including far fewer available spots for players -- and only one person per cart as required by RTJ. Given those restrictions, we can only accommodate about 230 golfers. Additionally, the Senator Course at the RTJ is currently under renovation and will not be available for our tournament; however, the Judge and Legislator courses will accommodate our group.

Still, we have created an intimate and unique 2020 ATA Golf Classic to reach our TRUK-PAC goals and provide a fun and safe networking event. Your support allows Alabama Trucking to remain strong by keeping our industry united through TRUK PAC. Our team looks forward to working with you to fulfill these sponsorships to return value to your company. We will remain flexible to meet your needs, especially during these trying times.

Thank you for stepping up to lead our industry no matter the challenge in front of us!

Sincerely,

Daniel Wright, *2020 Classic Finance Chair*  
Wright Transportation, *President*

Mark Colson, *President and CEO*  
Alabama Trucking Association

## TRUK PAC SUPPORTER OPTIONS

### **Presidential Sponsor: \$15,000 [Reserved by Vertical Alliance Group]**

*The Presidential Sponsor is reserved as the exclusive host sponsor for the ATA Golf Classic and is featured as the host on all event information and promotional materials.*

- Logo featured on all scorecards
- Option for an exhibit display
- Logo on premium souvenir
- 2 foursomes (8 golfers)
- Boxed lunches (8 golfers)
- 8 invitations to the 19<sup>th</sup> Hole Party

### **Senator Sponsor: \$5,000 (Limited Availability)**

*Senator Sponsors are the top tier supporters of TRUK PAC and will receive premier event recognition at the event and in all digital and print materials before, during and after the event. Senator sponsors will also be eligible for insider access to TRUK PAC events and information.*

- Access to half-price Exclusive and Premium Promotional Opportunities (See below)
- First Choice for The Judge or Legislator Course Preference
- Premium Souvenir, Golf Balls and Golf Towels
- 4 golfers (1 team)
- 4 boxed lunches
- 4 invitations to the 19<sup>th</sup> Hole Party
- Voucher for a foursome available for any RTJ Golf Course in Alabama if you elect to not field a team

### **Legislator Sponsor: \$2,500 (Limited Availability)**

*Legislator Sponsors receive digital branding on all ATA Golf Classic Promotions and are featured as premium benefactors of TRUK PAC.*

- 2 golfers
- 2 boxed lunches
- 2 invitations to the 19<sup>th</sup> Hole Party
- 2 sleeves of Golf Balls and 4 Golf Towels

### **Judge Sponsor: \$1,000**

- 1 golfer
- 1 box lunch
- 1 invitation to the 19<sup>th</sup> Hole Party
- 1 sleeve of Golf Balls and 1 Golf Towel

### **Patron Sponsor: \$500**

- Recognition digitally displayed

### **Exclusive Promotional Opportunities - \$5,000 each**

- ~~19<sup>th</sup> Hole Party Host~~ – [Fulfilled by ATA Comp Fund]
- ~~Driving Range Hospitality~~ – [Fulfilled by ATA Comp Fund]
- **Golf Carts Host** – Company logo branded on all golf carts
- **Pin Flag Branding** (2 available) – Company branded pin flags on each green
- **Golf Ball Branding** – Company logo on tournament balls
- ~~Golf Towel Branding~~ – [Fulfilled by S&M Transportation]

### **Premium Promotional Opportunities - \$3,000 each or 5,000 for both**

- ~~Beverage Cart Host~~ – [Fulfilled by Truckworx Kenworth]
- **Hole in One Host** (2 available) – Company logo on Hole in One signs and printed materials
- ~~Closest to the Pin Host~~ – [Fulfilled by Palomar Insurance Company]
- **Driving Range Host** – Company logo on driving range signs and printed materials
- **Practice Green Host** – Company logo practice green signs and printed materials



**2020 ATA GOLF CLASSIC SPONSORSHIP FORM**  
*Benefits ATA Political Action Committee (TRUK-PAC)*

**Presidential Sponsor**



Powered by Vertical Alliance Group

*SPONSOR COMPANY (how it will appear on signage):*

\_\_\_\_\_

SPONSOR REPRESENTATIVE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL FOR CONFIRMATION \_\_\_\_\_

I commit to the \_\_\_\_\_ sponsorship to support the ATA Golf Classic and  
**TRUK PAC**

My sponsorship is included with this form     
  Please invoice me

NAME(S) & COMPANY	USGA HANDICAP	NORMAL 18 HOLE SCORE
1. Name: _____ Company: _____		
2. Name: _____ Company: _____		
3. Name: _____ Company: _____		
4. Name: _____ Company: _____		

**Please submit by no later than September 8**

*CONTRIBUTIONS ARE VOLUNTARY AND NOT TAX DEDUCTIBLE*

**MAKE CHECKS PAYABLE TO: ATA CLASSIC FUND**

*RETURN TO: ATA \* P.O. BOX 242337 \* MONTGOMERY, AL 36124-2337*

PHONE: 334-834-3983

bnorcross@alabamatrucking.org