



2021 ATA Golf Classic
April 20, 2021
RTJ Capitol Hill – Prattville
11:00 a.m. Lunch | Noon Shotgun Start

“Flexibility is the key to stability”
-Coach John Wooden

Through the challenges of a wild election season and the global pandemic, our Alabama Trucking industry has remained a resilient force to stabilize our economy and provide hope for the future by keeping Alabama moving.

As you may have already heard, ATA will swap the dates of its two most important events -- the ATA Annual Convention and the ATA Golf Classic -- to better navigate the ongoing pandemic and to keep ATA's mission on track. We are moving our Convention to September 23-26, 2021 in Destin, Florida, and the Golf Classic to Tuesday, April 20 at the Robert Trent Jones Capitol Hill Course in Prattville, Alabama.

Switching these events allows our members to safely gather outdoors in the spring for the Classic and pushing back the Convention affords us extra time and resources to safely host our 2021 Convention in September in a manner that truly celebrates trucking.

To accomplish our goals, we must ensure that our Golf Classic 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!

Much like last year, the RTJ will only have two courses available, but two players per cart will be allowed this year. This means that we will be able to accommodate more golfers than last year. The following sponsor opportunities provide options to host another successful and engaging event on April 20.

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 unusual times.

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

Sincerely,

A handwritten signature in black ink that reads 'Chris Cooper'.

Chris Cooper, 2021 Classic Finance Chair
Boyd Bros. Transportation, CEO

A handwritten signature in black ink that reads 'Mark Colson'.

Mark Colson, President and CEO
Alabama Trucking Association



TRUK PAC SUPPORTER OPTIONS

Presidential Sponsor: \$15,000 - Fulfilled 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 branded on all golf carts
- Logo branded on all scorecards
- Option for an exhibit display
- Logo on premium souvenir
- 2 foursomes (8 golfers)
- Boxed lunches (8 golfers)
- 8 invitations to the 19th Hole Party

Senator Sponsor: \$5,000

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.

- Access to half-price Premium Promotional Opportunities (See below)
- First choice for The Judge or Legislator Course Preference
- Premium souvenir, 4 Commemorative gifts
- 4 golfers (1 team)
- 4 boxed lunches
- 4 invitations to the 19th Hole Party
- Option to add up to 4 additional golfers at \$250 per golfer

Legislator Sponsor: \$2,500

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 19th Hole Party
- 2 commemorative gifts

Judge Sponsor: \$1,000

- 1 golfer
- 1 box lunch
- 1 invitation to the 19th Hole Party
- 1 commemorative gift

Patron Sponsor: \$500

- Recognition digitally displayed

Premium Promotional Opportunities - \$3,000 each

Half-price for Senate Sponsors

- **19th Hole Party Host** – Fulfilled by ATA Comp Fund
- **Driving Range Hospitality** – Fulfilled by ATA Comp Fund
- **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 TruckWorx
- **Beverage Cart Host** (2 available) – Company logo on beverage carts
- **Hole in One Host** (2 available) – Company logo on Hole in Ones
- **Closest to the Pin Host** – Company logo on closest to the pin signs and printed materials
- **Driving Range Host** – Company logo on driving range signs and printed materials
- **Practice Green Host** – Company logo practice green signs and printed materials

**Sponsor is responsible for the cost of the product – ATA will facilitate purchase if preferred*



2021 ATA GOLF CLASSIC SPONSORSHIP FORM
Benefits ATA Political Action Committee (TRUK-PAC)



SPONSOR COMPANY (how it will appear on signage):

DATE: _____

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

I would also like to secure the _____ premium promotional opportunity

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 April 6

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