



**2023 ATA Golf Classic**  
**September 26, 2023**  
**RTJ Capitol Hill – Prattville**  
**10:00 a.m. Shotgun Start**

*New this year! We will kickoff the evening before on September 25<sup>th</sup> at 5:30 p.m. with a Celebration Reception at the Marriott Capitol Hill*

The Alabama Trucking Association continues to coalesce the collective influence and resources of our members to shape the public image of trucking in Alabama and to advance strategic priorities of the trucking industry. You are a huge part of that success, and it is why we need your continued support for the Alabama Trucking Golf Classic which is the sole fundraiser for our political action committee TRUK PAC!

Because of our members' active support, we have enjoyed many successes in recent elections and at the Legislature. In last year's elections, we helped pro-business judicial candidate Greg Cook overcome a \$2 million dollar ad campaign from trial attorneys, and we came to the aid of Governor Ivey in the contested primary election with a statewide TV ad featuring one of our own, Kelly Robinson of Service One Transport. We also had sweeping successes in the 140 legislative races where TRUK PAC experienced a 99% success rate in the General Elections – 92% success rate in the overall elections. The battles continue in 2024 when there will be 11 statewide judicial elections, and TRUK PAC has already endorsed nine of these races.

In the legislature, Alabama Trucking initiated and supported the passage of an important safety improvement law and rallied legislative support for additional truck parking in Alabama.

But one of the most important issues facing our members is frivolous lawsuits. Whether you are a trucking firm, private carrier, household goods mover, or allied to the trucking industry as a supplier, we're all being held hostage to what has become an unfair playing field in the current legal environment. It is time for that to change in Alabama and having a strong TRUK PAC is among our weapons to fight for our industry.

The Golf Classic is set for Tuesday, September 26 at the Robert Trent Jones Capitol Hill Course in Prattville, Alabama. This year we have added a celebration reception the evening before on September 25 at the Marriott Capitol Hill. We also plan to tee off a little bit earlier on the 26<sup>th</sup> at 10 a.m. We are inviting legislative leaders to engage with our members at this event so they can hear firsthand the challenges we are having as an industry.

Our team looks forward to working with you to fulfill these sponsorships to return value to your company. 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 'Bo Watkins'.

Bo Watkins, 2023 Classic Finance Chair  
Watkins Trucking Co, Inc., Vice President of Sales

A handwritten signature in black ink that reads 'Tommy Neely'.

Tommy Neely, Chairman of the Board  
Ross Neely Systems, Inc., President



## **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 19<sup>th</sup> 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 19<sup>th</sup> 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 19<sup>th</sup> Hole Party
- 2 commemorative gifts

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

- 1 golfer
- 1 box lunch
- 1 invitation to the 19<sup>th</sup> Hole Party

- 1 commemorative gift
- Patron Sponsor: \$500**
- Recognition digitally displayed

### **Premium Promotional Opportunities - \$3,000 each**

*Half-price for Senator Sponsors*

- **19<sup>th</sup> Hole Party Host** – Fulfilled by ATA Comp Fund
- **Driving Range Hospitality** – Fulfilled by ATA Comp Fund
- **Pin Flag Branding\*** (3 available) – Company branded pin flags on each green
- **Golf Ball Branding\*** – Company logo on tournament balls
- **Golf Towel Branding\*** – Fulfilled by S and M Transportation
- **Beverage Cart Host (2 available)** – Fulfilled by Truckworx
- **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*



**2023 ATA GOLF CLASSIC SPONSORSHIP FORM**  
*Benefits ATA Political Action Committee (TRUK-PAC)*

**Presidential Sponsor**



SPONSOR COMPANY (how it will appear on signage): _____ DATE: _____ SPONSOR REPRESENTATIVE: _____ ADDRESS: _____ CITY/STATE/ZIP: _____ PHONE: _____ E-MAIL FOR CONFIRMATION _____
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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 September 8**

*CONTRIBUTIONS ARE VOLUNTARY AND NOT TAX DEDUCTIBLE*

<p><b>MAKE CHECKS PAYABLE TO: <u>ATA CLASSIC FUND</u></b>  <i>RETURN TO: ATA * P.O. BOX 242337 * MONTGOMERY, AL 36124-2337</i>          PHONE: 334-386-2659  <a href="mailto:bnorcross@alabamatrucking.org">bnorcross@alabamatrucking.org</a></p>
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