



2023 SPONSORSHIP OPPORTUNITIES

TRUCKING U MISSION STATEMENT: ATA's Trucking U program is a dynamic and educational initiative designed for students at the nation's top business schools and universities. The program offers a unique opportunity to explore and learn about the trucking industry through networking events with industry experts and mentorship from current leaders in the field.

In addition to providing valuable professional connections, industry experts educate students on industry vocabulary and issues, advancements, career opportunities, and the importance of the trucking industry.

By empowering the next generation of business leaders with a deep understanding of the trucking industry, ATA's Trucking U program aims to foster a more sustainable and prosperous future for all stakeholders.

Benefits	Premier \$7,500	Varsity \$5,000	Junior Varsity \$2,500	Recruit \$1,000
2 Minute Video played during Trucking 101 Session	X			
Sunday Dinner	X <i>3 Representatives</i>	X <i>2 Representatives</i>	X <i>1 Representative</i>	
Sunday Luncheon	X <i>Host a Table</i>	X <i>Host a Table</i>	X <i>1 Reserved Seat</i>	
Promotion Item in Student Gift bag	X	X	X	
Featured in Trucking U Promotional Material	X <i>(T-Shirts, Flyers, and All Promotional Materials)</i>	X <i>(T-Shirts, Flyers, and All Promotional Materials)</i>	X <i>(T-Shirts, Flyers, and All Promotional Materials)</i>	X <i>(Flyers, and All Promotional Materials)</i>
Included in "Highway to Your Future" Booklet**	X	X	X	X
Provided Student Resumes	X	X	X	X

* Highway to Your Future

"Highway to your Future" is a booklet that will be provided to all participating students in ATA's Trucking U. In this booklet, your company will have one page to provide a brief description of the company, locations in which you hire or are hiring, contact information for the student to get in touch with you, and any other information you may want these future professionals to know about YOU.

2022 TRUCKING U SPONSORS:

Varsity: Colorado Motor Carriers Association Foundation (CMCF), FedEx Freight

Junior Varsity: Alabama Trucking Association, Big M Transportation, Idelic, J&M Tank Lines, Nevada Trucking Association, Noregon Systems, TCW, Inc., Tennessee Trucking Association, Titan Transfer, Inc., U.S. Xpress Enterprises, Yellow

Recruit: Alaska Trucking Association, Alaska West Express (Lynden Incorporated), Mississippi Trucking Association, Northern Industrial Training (NIT), Perfect Transportation, Rhode Island Trucking Association Foundation, Total Transportation of Mississippi, TrueNorth Companies, Velociti, Weaver Brothers.

SCAN TO SPONSOR



For more information, contact Kat Moser at kmoser@trucking.org

SPONSORSHIP FORM



AMERICAN
TRUCKING
ASSOCIATIONS

PROGRAM (select one):

- Women in Motion America's Road Team
- LEAD ATA National Truck Driver Appreciate Week (NTDAW)
- Share the Road Trucking U
- Workforce Heroes

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- SPONSORSHIP LEVEL (if known) _____
- GENERAL SUPPORT (i.e. not concerned with sponsor benefits)

Company Name _____

Primary Contact (for this sponsorship/support) _____

Assistant Contact (if applicable) _____

EmailAssistant Email (if applicable) _____

Address _____

City _____ State _____ Zip _____

Direct Telephone Number _____

PAYMENT INFORMATION

- Check Enclosed (payable to American Trucking Associations)
- Visa Mastercard AMEX
- Credit Card # _____ Expiration Date _____
- Cardholder Name _____
- Signature _____

REMITTANCE INFORMATION

Mail Checks to: ATTN: ATA Finance | 80 M Street SE Suite 800 | Washington, DC 20003

To submit this form via email, or if you have questions, contact Nikki Thomas at nthomas@trucking.org