



2024 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.

*All sponsoring companies must be ATA Members.

| Benefits | Premier \$7,500 | Varsity \$5,000 | Junior Varsity \$2,500 | Recruit \$1,000 |
|---|--|--|---------------------------|--------------------|
| 2 Minute Video played during Trucking 101 Session | ✓ | | | |
| Sponsored Dinner | ✓ 3 Representatives | ✓ 2 Representatives | ✓ 1 Representative | |
| Sunday Luncheon | ✓ Host a Table with 4 Representatives | ✓ Host a Table with 4 Representatives | ✓ 1 Reserved Seat | |
| Promotion Item in Student Gift bag | ✓ | ✓ | ✓ | |
| Featured in Trucking U Promotional Material | ✓ Included in 2 social media posts | ✓ Included in 1 social media post | ✓ | ✓ |
| Included in "Highway to Your Future" Booklet** | ✓ | ✓ | ✓ | ✓ |
| Provided Student Resumes | ✓ | ✓ | ✓ | ✓ |

* 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 your company.

2023 TRUCKING U SPONSORS:

Premier: R.B. Stewart Petroleum Products, Inc.

Varsity: Colorado Motor Carriers Association, FedEx Freight

Junior Varsity: Alabama Trucking Association, Big M Transportation, Idelic, Illinois Trucking Association, Iowa Motor Truck Association, J&M Tank Lines, Inc., Louisiana Motor Transport Association, Noregon Systems, Northern Industrial Training, LLC, Peterbilt, TCW, Inc. Tennessee Trucking Association, U.S. Xpress Enterprises, Inc.

Recruit: Alaska Trucking Association, Boyle Transportation, Intact Insurance, Mississippi Trucking Association, Perfect Transportation LLC, Rhode Island Trucking Association, Total Transportation of MS, LLC, TrueNorth Companies, Weaver Bros., Inc.

SCAN TO SPONSOR



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