

# ASSOCIATION SPONSORSHIP



## WHY SPONSOR?

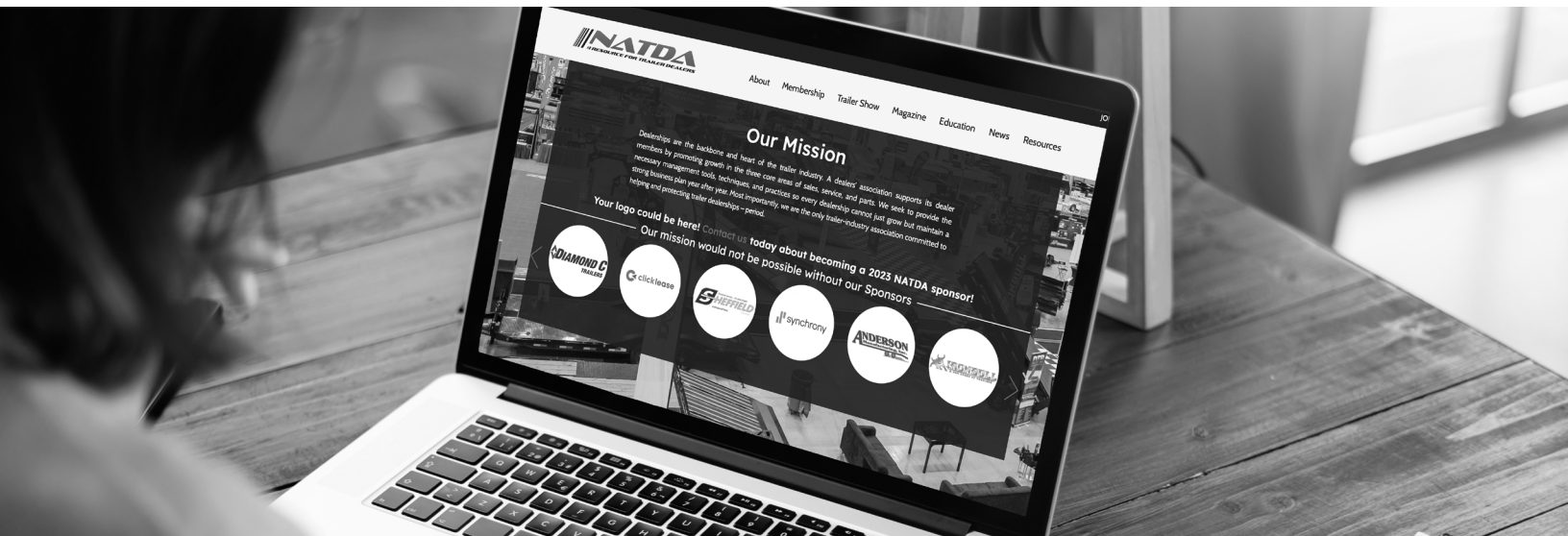
NATDA 2025 sponsorships strategically engage and elevate your products and services with your target audience. These highly visible programs foster connections and align your brand for growth all year long. Your support of these programs solidifies your brand as an integral and trusted partner to the industry, creating valuable connections that convert prospects into loyal customers. Sponsorships not only keep your name in front of dealerships via NATDA recognition throughout the year, but they also help keep membership costs down for dealers, resulting in more exposure for your brand and increased dealership attendance at the NATDA Trailer Show. Sponsorships also help to fund innovative programs like the ones below to ensure you see more dealers on the Expo Hall floor.

## MUTUAL BENEFITS (AVAILABLE TO ALL SPONSORS)

NATDA is proud to showcase and support our partners with the multitude of benefits listed in the packages detailed in this document. No matter the package you choose, ALL Sponsors will receive the following\*:

- Listing as co-sponsor for all session recordings to be posted online after the show
- Logo will be featured on all related marketing materials and onsite signage
- First choice in booth selection for the 2025 NATDA Trailer Show (executed contract MUST be received by September 30, 2024 to qualify for early selection). Order of selection is determined by sponsor level, then priority points.
- Listed as co-sponsor of the Ultimate Prize Package with logo featured on all related marketing materials and onsite signage
- Complimentary NATDA Membership for the 2025 calendar year
- Sponsor Logo on NATDA bi-weekly newsletter (distributed to 15K+ industry contacts)
- Sponsor Logo on Home page of natda.org (rotating banner)
- Featured listing on Sponsor page of natda.org
- Sponsor Logo featured on Trade Show signage throughout the show floor, hotel lobbies and registration area
- Inclusion on NATDA-printed postcard highlighting all sponsors' presence at NATDA's Trailer Show
- Automatic inclusion in dealer invitation program

*\*Benefits may be scaled based on the time of year of purchase; Please see contract page for terms and conditions*



# ASSOCIATION SPONSORSHIP



## SPONSORSHIP PACKAGES

### DIAMOND (\$42,000)

#### Digital

- Dedicated email blast promoting presence at the NATDA 2025 Trailer Show (distributed to 15K+ industry contacts) within 60 days of the event
- Custom ad on natda.org: Desktop: Welcome Page - 970w x 250h billboard; Mobile: Welcome Page - 320w x 100h banner

#### Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (6) FULL page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- (1) 3-page feature in July/August issue of NATDA Magazine

#### Membership

- Invitation for up to 25 dealer prospects (non-NATDA members) to join NATDA with a complimentary 1-year membership on behalf of sponsor. Sponsor to be provided all conversions from this list as leads. (Valued at \$8,125)

#### Trailer Show

- MFG: 10% OFF total booth space for 2025 NATDA Trailer Show
- VDR: (4) 10x10 complimentary booth spaces for 2025 NATDA Trailer Show
- (4) 4'x4' floor decals near exhibit booth (additional decals may be purchased)
- (2) Mobile App Notifications
- VIP Lounge Area or Meeting Space for up to 2 hours for dealer meetings (additional hours may be purchased)
- (1) Dedicated double-sided meter board sign placed in the lobby of the exhibit halls
- (1) Bag Insert (Sponsor to provide 1,500 printed pieces or small giveaway to be placed in the show bag by show deadlines)



Interested in learning more? Call 727-360-0304:

Rachel Grundner x105  
Companies A-H

Spencer Hamilton x109  
Companies I-S

Pat Brady x101  
Companies T-Z

**NATDA**  
A RESOURCE FOR TRAILER DEALERS™



# ASSOCIATION SPONSORSHIP



## SPONSORSHIP PACKAGES

### **GOLD (\$20,000)**

#### Digital

Social media static post shared quarterly (content provided by sponsor) on NATDA social media outlets

#### Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (6) half-page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (May/June) NATDA Magazine (applicable to Vendors only)

#### Trailer Show

- MFG: 5% OFF total booth space for 2025 NATDA Trailer Show
- VDR: (1) 10x10 complimentary booth spaces for 2025 NATDA Trailer Show
- VIP Lounge Area or Meeting Space for up to 2 hours for dealer meetings (additional hours may be purchased)
- Bag Insert (provide 1,500 printed pieces or small giveaway in the show bag)

### **SILVER (\$12,000)**

#### Digital

Social media static post shared quarterly (content provided by sponsor) on NATDA social media outlets

#### Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (6) half-page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (March/April) NATDA Magazine (applicable to Vendors only)

#### Trailer Show

- Bag Insert (provide 1,500 printed pieces or small giveaway in the show bag)

Interested in learning more? Call 727-360-0304:

Rachel Grundner x105  
Companies A-H

Spencer Hamilton x109  
Companies I-S

Pat Brady x101  
Companies T-Z

**NATDA**  
A RESOURCE FOR TRAILER DEALERS™

# ASSOCIATION SPONSORSHIP



## SPONSORSHIP PACKAGES

### BRONZE (\$9,500)

#### Digital

Social media static post shared quarterly (content provided by sponsor) on NATDA social media outlets

#### Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (2) half-page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (Jan/Feb) NATDA Magazine (applicable to Vendors only)

#### Trailer Show

- Bag Insert (provide 1,500 printed pieces or small giveaway in the show bag)

## YEAR-ROUND SPONSORSHIPS

### WOMEN IN THE TRAILER INDUSTRY

Support the movement led by NATDA's Women in the Trailer Industry committee to provide education, support and networking to the women within a male-dominated community. The committee strives to provide mentorship, quarterly educational webinars, a robust event at the NATDA Trailer Show and has plans to expand to regional events over the year. Your branding will be seen on all marketing materials related to the committee's efforts including on the NATDA website; you will receive recognition on quarterly webinars hosted by the Women in the Trailer Industry and on the dedicated social media page. and at any in-person events. This sponsorship will be for the calendar year of 2025.

**Title Sponsor (*additional benefits apply for Title Sponsor*) - \$15,000**

**Supporting Partner - \$1,500**

### YEAR-ROUND EDUCATION SPONSORSHIP - \$15,000

Support NATDA's educational efforts by branding all educational opportunities. Your branding will be seen on all marketing materials related to all in-person classes at all of NATDA's live events (excluding technical workshops). You will receive branding and a presentation slide on quarterly webinars hosted by NATDA and the Women in the Trailer Industry. Your company will receive a display at all live events within the main corridor of the classrooms; be given the opportunity to distribute literature and/or merchandise on every seat in every classroom and be able to have a 2-minute welcome speech at the general session at the NATDA Trailer Show.

# ASSOCIATION SPONSORSHIP



## ASSOCIATION SPONSORSHIP CONTRACT

### Package Choice:

- Diamond \$42,000     Platinum \$29,500     Gold \$20,000     Silver \$12,000     Bronze \$9,500  
 Women In The Trailer Industry:  Title Sponsor \$15,000     Supporting Partner \$1,500  
 Year-Round Education Sponsorship \$15,000

Sponsor is responsible for all images, graphics, copy and other deliverables as listed in the package detail above. Deadlines and deliverable details will be provided by NATDA after execution of contract. Should a Sponsor miss a deadline for a deliverable, NATDA will make all reasonable adjustments to fulfill the contract; however, will not be obligated to do so. NATDA is not responsible for any errors in copy, images, graphics or any other items provided by the Sponsor.

Distribution, or display, of any additional marketing materials on show floor (outside of purchased exhibit space), in lobbies of convention center or hotel, or within any area that is designated as the official show venue are prohibited and will be removed by the show organizer.

Discounts on advertising do NOT include any premier locations in the NATDA Magazine such as inside front cover, inside back cover or back cover.

Full-Page Feature article for all levels, except Diamond, excludes Pre-Trade Show or Trade Show issue of the NATDA Magazine.

The length of this contract is for the 2025 calendar year. Benefits may be scaled based on time of year of purchase.

### Company Information:

Company Name: \_\_\_\_\_ Company Representative: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

\*By signing, I verify that I am an authorized representative of the company listed on this agreement and that I acknowledge and agree to all terms and conditions of this agreement.

**Payment: 100% is due upon signing; agreement is non-refundable.**

Pay by:     Check     AMEX     Discover     MasterCard     VISA

All check payments should be mailed to: NATDA Acquireco, LLC, 2300 Clarendon Blvd, Suite 305, Arlington, VA 22201

Credit Card Number: \_\_\_\_\_ Exp \_\_\_\_\_ CCV \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Please scan/email this agreement to **Andria Gibbon** at [andria@natda.org](mailto:andria@natda.org) or **Rachel Grundner** at [rachel@natda.org](mailto:rachel@natda.org).

**Questions?** Please contact **Andria** at 727-360-0304 x102 or **Rachel** at x105. **NATDA 200 Central Ave, 4th Floor; St Petersburg, FL 33701**

Interested in learning more? Call 727-360-0304:

Rachel Grundner x105  
Companies A-H

Spencer Hamilton x109  
Companies I-S

Pat Brady x101  
Companies T-Z

**NATDA**  
A RESOURCE FOR TRAILER DEALERS™