

2026 SPONSORSHIP OPPORTUNITIES

Working with Florida Trucking Association is a powerful return on your investment:

- FTA is at the forefront of policy making, regulatory reform, safety practices and technological developments for trucking
- Named one of Florida's Most Influential Associations by Florida Trend Magazine
- Leader in state and national advocacy
- Proven track record: Successfully led lawsuit abuse and predatory towing reforms
- Partnered with FDOT to secure \$195M in truck parking grants
- Work closely with FHP to share regulatory and safety issues
- Secured record funding for CDL and Diesel Technician training in Florida
- Trusted emergency response partner with Florida Department of Emergency Management for natural disasters and emergencies



Powerful Reach & Engagement

21,000+

social media followers
with 7-figure reach

1,600

industry decision-makers
receiving 48 targeted emails
annually

10,000+

monthly website
visitors during peak
events

30,000

Industry and elected officials view
Florida Truck News via print and
digital distribution

Premier Event Portfolio

- Truck Driving Championships: One of the largest events with 350+ qualified drivers and 1,200+ attendees
- Annual Conference: 400+ industry leaders at luxury venues
- Fall Round-Up: 150+ C-Level executives at exclusive locations
- Safety Summit: Professional development and continuing education
- Voluntary Vehicle Inspections: Join FDOT and FHP to improve your safety culture
- Trucking Day at The Capitol and Call on Washington: by invitation only events that offer direct access to elected official

Maximum Brand Visibility

- Premium event signage: 16ft to 3ft displays in high traffic event areas
- Featured placement in:
 - Event materials
 - Florida Truck News
 - Digital platforms
 - Membership communications



ALL SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO
MEET YOUR SPECIFIC MARKETING OBJECTIVES.

www.floridatrucking.org
850.222.9900

CHAIRMAN'S CIRCLE

SPONSORSHIP OPPORTUNITIES 2026

Make one strategic investment to secure year-round visibility with Florida's transportation leaders.

Premium recognition across all FTA major events
Featured placement in digital newsletters and Florida Truck News magazine
Homepage visibility on floridatrucking.org
VIP access to industry leaders and decision-makers
Streamlined, single annual commitment

Our top-tier sponsors gain unparalleled exposure to Florida's trucking industry through one simplified investment.

PLATINUM RIBBON SPONSORSHIP \$50,000+

Includes benefits from Gold and Blue Ribbon sponsorship in addition to premier event sponsorship and elevated custom marketing. Feature article in Florida Truck News. One sponsorship this year, with first right of refusal for 2027.

GOLD RIBBON SPONSORSHIP \$35,000+

Includes everything in the Blue Ribbon Sponsor plus one of the items below:

- Annual Conference closing event Presenting Sponsor
- Truck Driving Championships Banquet Presenting Sponsor
- Fall Round-Up Event Presenting Sponsor
- Branded lanyard or other logo sponsor For TDC, Safety Summit, Annual Conference, Fall Round-Up

BLUE RIBBON \$25,000

- Chairman's Blue Ribbon Sponsor pin for your company members associated with FTA
- Logo/hyperlink featured on FTA home page
- Logo included in member emails including weekly dispatch
- Free full page ad in all three issues of 2026 Florida Truck News magazine (\$4,485 value)
- Host of FTA regional or virtual meeting in 2026 (optional)
- Sponsor benefits for 2026 Florida Truck Driving Championships:
 - Logo included on event signage, print marketing, website, emails and social media
 - 8 complimentary banquet tickets
 - Advance registration for TDC at Daytona Grande Hotel (40 total rooms available, first come, first served)
 - Complimentary round of golf for four at Herman Fauss Golf Tournament
- Sponsor benefits for 2026 Annual Conference and 2026 Fall Round-Up:
 - Logo included on event signage, print marketing, website, emails and social media
 - Access to Green Room for VIP speakers for primary company member at Annual Conference (when applicable)
 - Exhibit table at Annual Conference and Fall Round-Up
 - Speaking opportunities and/or promotional video at Annual Conference and Fall Round-Up
 - Two complimentary member registrations at Annual Conference and two complimentary member registrations at Fall Round-Up

RED RIBBON \$18,000

- Chairman's Red Ribbon Sponsor pin for your company members associated with FTA
- Logo/hyperlink featured on FTA home page
- Logo included in member emails including weekly dispatch
- Free half page ad in all three issues of 2026 Florida Truck News magazine (\$3,450 value)
- Host of FTA regional or virtual meeting in 2026 (optional)
- Sponsor benefits for 2026 Florida Truck Driving Championships:
 - Logo included on event signage, print marketing, website, emails and social media
 - Complimentary round of golf for four at Herman Fauss Golf Tournament
- Sponsor benefits for 2026 Annual Conference and 2026 Fall Round-Up:
 - Logo included on event signage, print marketing, website, emails and social media
 - Exhibit table at Annual Conference and Fall Round-Up
 - Speaking opportunities and/or promotional video at Annual Conference or Fall Round-Up
 - One complimentary member registration at Annual Conference and one complimentary member registration at Fall Round-Up



All sponsorship packages can be customized to meet your specific marketing objectives.

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Florida Trucking Association hosts its annual Florida Truck Driving Championships (TDC) as an effort to recognize the best professional drivers in the state and allow them to competitively represent their companies. The event is one of the biggest and best TDCs in the country, with more than 350 competitors and thousands of attendees – including drivers, families, company representatives, and elected officials. FTA's TDC has been featured on television, print media, and regularly in national news publications.

CHECKERED FLAG SPONSORS: \$10,000

- Featured event signage
- Logo included on print marketing (including Florida Truck News magazine), webpage, emails and social media
- 8 complimentary tickets at reserved table
- Premium hospitality suite at Ocean Center with \$1,000 food and beverage credit*
- Equipment display location*
- Exhibitor table at TDC*

RACETRACK SPONSORS: \$5,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails and social media
- Premium hospitality suite at Ocean Center (excluding food and beverage)*
- Exhibitor table at TDC*

START YOUR ENGINE SPONSORS: \$2,500

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails and social media
- Hospitality suite at Ocean Center (excluding food and beverage)*
- Exhibitor table at TDC*

EXHIBITOR TABLE: \$2,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails and social media
- Exhibitor table at TDC*

COURSE SPONSORS: \$1,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails and social media

HOSPITALITY SUITE: \$1,000*

- Suites do not include food and beverage which must be contracted with the Ocean Center

ICON SPONSOR*

Customized sponsorships include creative branding opportunities, which are an engaging way to share your message, memorably. Contact us to determine the best value.

*Please contact FTA to reserve



ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES 2026

FORT LAUDERDALE MARRIOTT HARBOR BEACH, JULY 30-AUGUST 2

FTA will be oceanfront for this premier event. Each year, hundreds of trucking executives gather for this event, which includes networking, group activities, and presentations by prominent industry leaders from the private and public sectors.

DIAMOND+ SPONSOR: \$15,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Four complimentary member registrations
- On-stage speaking opportunity and/or promo video***
- Branded conference event
- Exhibitor table at 2026 Annual Conference and 2026 Fall Round-Up*

DIAMOND SPONSOR: \$10,000

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Two complimentary member registrations
- On-stage speaking opportunity and/or promo video***
- Branded conference event
- Exhibitor table at 2026 Annual Conference and 2026 Fall Round-Up*

PLATINUM+ SPONSOR: \$7,500

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- One complimentary member registration and spouse registration
- Branded conference event
- Exhibitor table at 2026 Annual Conference and 2026 Fall Round-Up*

ICON SPONSOR*

Customized sponsorships include creative branding opportunities, which are an engaging way to share your message, memorably. Contact us to determine the best value. Previous icon sponsorships include hotel key cards, branded lanyards, networking snack (or cocktail bar!) or social activity.

*Please contact FTA to reserve.

**Registration not included.

***Promo video should be 60 seconds or less in length.

PLATINUM SPONSOR: \$5,500

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- One complimentary member registrations
- Branded conference event
- Exhibitor table at 2026 Annual Conference and 2026 Fall Round-Up*

GOLD+ SPONSOR: \$3,500**

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media
- Exhibitor table at 2026 Annual Conference and 2026 Fall Round-Up*

GOLD SPONSOR: \$2,500**

- Logo included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media

SILVER SPONSOR: \$1,500**

- Company name included on event signage, print marketing (including Florida Truck News magazine), webpage, emails, and social media



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Each year, more than 150 trucking executives gather for the event, which includes networking and educational presentations by prominent industry leaders from the private and public sectors. Check out our website for more details.

All sponsorships will be awarded on a first-come, first-served basis. For updated information on the number of sponsorships available at each tier, contact the FTA office at 850.222.9900.

MATCH SPONSOR: \$5,000**

- Promotional video to be shown at the event***
- Logo included on event signage including banners and programs, print marketing (including Florida Truck News magazine), webpage, email blasts, and posts across social media platforms.
- Branded conference event
- Exhibitor table*

SET SPONSOR: \$3,000**

- Logo included on event signage including banners and programs, print marketing (including Florida Truck News magazine), webpage, email blasts and posts across social media platforms.
- Exhibitor table*

GAME SPONSOR: \$1,500**

- Company name included on event signage, print marketing (including Florida Truck News magazine), listed on webpage, and social media

ICON SPONSOR*

FTA can cleverly display your logo for all participants! Customized sponsorships include creative branding opportunities, which are an engaging way to share your message, memorably. Contact us to determine the best value. Previous icon sponsorships include hotel key cards, branded lanyards, networking snack (or cocktail bar!) or social activity.

*Please contact FTA to reserve.

** Registration not included

***Promotional video should be 60 seconds or less in length



GET MORE MILEAGE OUT OF YOUR MARKETING:

Sponsorships are available for:

FLORIDA TRUCK NEWS

AVAILABLE SIZES ONE-TIME/ **THREE-TIME** RATES

- Back cover **\$1795** *three-time only
- Inside Front/Back Covers **\$1695** *three-time only
- Double Truck (two-page spread): \$2700/ **\$2350**
- Full Page \$1695/ **\$1495**
- Half Page (Horizontal or Vertical) \$1350 /**\$1175**
- Third Page (Horizontal or Vertical) \$925/ **\$750**
- Sixth Page (Horizontal or Vertical) \$725/ **\$575**

Sponsored article submissions

- 1 page/600 words plus image \$1600
- 2 pages/1200 words plus image \$2200
- Added value: Our team is always available to design your ad for you at no additional cost to you.

DISPATCH

- Weekly Ad, \$100 , pay for 3 weeks, get a 4th free
- Sent to 1600 contacts 48 times a year

WEBINARS

- Offered on a per event, per committee basis for existing committee webinars, \$500
- Host your own webinar and content, \$1500, promoted by FTA

PREFERRED PARTNERSHIPS

- FTA partners with industry leaders to provide exclusive benefits and incentives to our members.
- Content and promotions communicated through FTA
- Packages begin at \$10,000 commitment

ENHANCEMENTS

- Offered in addition to other sponsorships
- May include awards, aesthetic branding, exclusive events, trainings and more.
- Contact FTA to discuss the best fit.



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