



# **TOWING AND RECOVERY ASSOCIATION OF AMERICA, INC.® (TRAA)**

Towing and Recovery Association of America, Inc.® (TRAA) is the national “voice of America’s towing industry”! As a 501 (c)(6) nonprofit membership organization, we focus on federal legislation, education, and representation. It's the support of our membership that allows TRAA to do this essential work on behalf of every towing and recovery company across the country. TRAA's membership includes towing and recovery professionals and associated companies from the United States, Canada, and abroad.

**2024**



[fb.com/TRAAOnline](https://fb.com/TRAAOnline)

[WWW.TRAAONLINE.COM](http://WWW.TRAAONLINE.COM)

# CORPORATE ADVERTISING & SPONSORSHIP PROGRAM



As with any non-profit organization, TRAA relies on the support and sponsorship of its associate members from OEM manufacturers to accessory companies, to ancillary services. We also understand that in today's modern business world, there is an increasing pressure on corporations to evaluate the return on their investment (ROI). In order to satisfy the needs of both, TRAA offers a limited number of highly specialized **Corporate Advertising Packages** every year. Each package has been specifically designed to enhance your company's exposure to the nation's towing and recovery industry through a combination of print marketing, digital marketing, and guaranteed exposure during TRAA events.

Your purchase of a Corporate Advertising Package helps TRAA pursue its goals and gives you a great value for your advertising dollars with package **savings of over 30%**! The advertising packages vary and include a variety of options to fit your unique needs.

## MEDIA REACH



12,751+  
followers

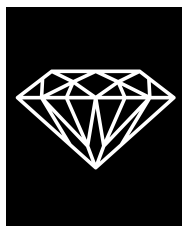
### WEBSITE STATISTICS

78,000+ Annual Page Views  
25,000+ Unique Visitors  
Annually



Email  
database of  
5,000+  
industry  
professionals





# DIAMOND LEVEL

**\$7,500 (LIMIT OF 2/YEAR)  
TOTAL VALUE OF \$11,689.50  
(SAVE \$4,189.50, 36% OFF)**

## Package Includes:

### Annual Dues

- Includes 2024 Associate TRAA Member Dues (value of \$600)

### Event Exposure

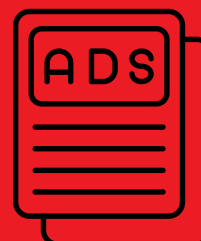
- Guaranteed Spotlight Sponsorship at either TRAA's Annual Spring Meet & Greet, TRAA's Spring Association Forum, or equivalent (value of \$2,500) \*
- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)

### Digital Marketing

- E-Blast to TRAA's regular members promoting your product(s) and Member Benefit Partner Program offer (if applicable), 1/year (value of \$750)
- Rotating ad placement (300 x 250 and 250 x 250 pixels) on TRAA's website for 12 months (value of \$2,400)
- Color ad inclusion in 6 issues of TRAA's bimonthly National Towing E-Newsletter (value of \$1,500)
- Logo inclusion in TRAA's National Towing E-Newsletter for 6 issues (est. value of \$300)
- Company logo displayed on TRAA's new homepage and internal page with hyperlink (est. value of \$1,200)

### Print Marketing

- Company listing with color logo on Corporate Advertising Sponsor page (~1/4 page) in TRAA's National Membership Directory & Buyer's Guide (est. value of \$1,189.50)
- Company flyer/brochure included in all new member fulfillment packages (est. value of \$750)





# PLATINUM LEVEL

**\$5,000 (LIMIT OF 3/YEAR)  
TOTAL VALUE OF \$7,619.50  
(SAVE \$2,619.50, 34% OFF)**

## Package Includes:

### Annual Dues

- Includes 2024 Associate TRAA Member Dues (value of \$600)

### Event Exposure

- Guaranteed Spotlight Sponsorship at either TRAA's Annual General Membership Meeting, Bi-Annual Board of Director's Meeting, or equivalent (value of \$750) \*
- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)

### Digital Marketing

- E-Blast to TRAA's regular members promoting your product(s) and Member Benefit Partner Program offer (if applicable), 1/year (value of \$750)
- Rotating ad on TRAA's website for 9 months (value of \$1,800)
- Company logo displayed on TRAA's new homepage and internal page with hyperlink (est. value of \$1,200)
- Logo inclusion in TRAA's National Towing E-Newsletter for 6 issues (est. value of \$300)

### Print Marketing

- Company listing with color logo on Corporate Advertising Sponsor page (~1/6 page) in TRAA's National Membership Directory & Buyer's Guide (est. value of \$969.50)
- Company flyer/brochure included in all new member fulfillment packages (est. value of \$750)





# GOLD LEVEL

**\$3,500 (LIMIT OF 4/YEAR)**  
**TOTAL VALUE OF \$5,069.50**  
**(SAVE \$1,569.50, 31% OFF)**

## Package Includes:

### Annual Dues

- Includes 2024 Associate TRAA Member Dues (value of \$600)

### Event Exposure

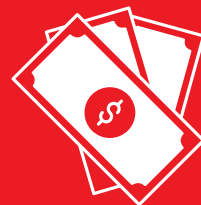
- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)

### Digital Marketing

- E-Blast to TRAA's regular members promoting your product(s) and Member Benefit Partner Program offer (if applicable), 1/year (value of \$750)
- Company logo displayed on TRAA's new homepage and internal page with hyperlink (est. value of \$1,200)
- Logo inclusion in TRAA's National Towing E-Newsletter for 6 issues (est. value of \$300)

### Print Marketing

- Company listing with color logo on Corporate Advertising Sponsor page (~1/6 page) in TRAA's National Membership Directory & Buyer's Guide (est. value of \$969.50)
- Company flyer/brochure included in all new member fulfillment packages (est. value of \$750)





# SILVER LEVEL

**\$2,500 (LIMIT OF 4/YEAR)  
TOTAL VALUE OF \$3,579.50  
(SAVE \$1,079.50, 30% OFF)**

## Package Includes:

### Annual Dues

- Includes 2024 Associate TRAA Member Dues (value of \$600)

### Event Exposure

- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)

### Digital Marketing

- Ad inclusion in an issue of TRAA's bimonthly National Towing E-Newsletter, 1/year (value of \$250)
- Company logo displayed on TRAA's new homepage and internal page with hyperlink (est. value of \$1,200)
- Logo inclusion in TRAA's National Towing E-Newsletter for 6 issues (est. value of \$300)

### Print Marketing

- Company listing with color logo on Corporate Advertising Sponsor page (~1/8 page) in TRAA's National Membership Directory & Buyer's Guide (est. value of \$729.50)







# GETTING STARTED

All sponsorships are available on a “first come, first serve” basis with existing sponsors getting first pick. Commitment is due with payment no later than **January 31, 2024**.

Missed the January 31st deadline? Not to worry, we can occasionally add additional sponsors mid-year based on availability. Simply [email us](#) to get started.

## PAYMENT

Online

- Sign-up using our [Xpress-Pay General Payment Portal](#).
- Existing sponsors, login to your [TRAA account](#) to renew for 2024.

Check

- Prefer to pay by check? [Email us](#) and we can invoice you.

## AD SPECIFICATIONS

- Website homepage ad slot: 300 x 250 pixels
- Website internal ad slot: 250 x 250 pixels
- National Towing E-Newsletter ad slot: 300 x 250 pixels

## EXPANDING YOUR REACH

Want to expand your reach further? TRAA also offers a **Corporate Partnership Program** for our associate members. Your donation gets you a set number of regular TRAA memberships for the annual year to distribute to your customers or service providers as you see fit. Membership recipients could be service providers who excel month after month or your best, repeat customers. As long as they qualify as a regular TRAA member, its totally up to you. We just need a list so they can get all their membership benefits.

What better way to reward those you rely on, engender goodwill, and support our shared legislative goals? Additionally, as a 501c(6) your donation should be partially tax deductible. A win for you, and a win for us!

TRAA's associate members also have the opportunity to partner with TRAA through the **Member Benefit Partner Program** which we use to develop exclusive members benefit programs for the membership. Note, we only permit one member benefit per service type at a time. In exchange for assisting our members with exclusive discounts and opportunities to save, TRAA member benefit partners receive an estimated \$3,675 in value. [Email](#) to inquire about availability.

\*Spotlight sponsorships are assigned on a first come, first served basis. Events subject to change with TRAA's schedule. If cancelled, fair replacement will be given. TRAA reserves the rights to solicit for sponsors for any unreserved event sponsorship spots.

