



Towing and Recovery Association of America, Inc. 2022 Corporate Advertising & Sponsorship Program

TRAA offers corporate advertising packages to our Associate Members to enhance their exposure to the towing industry. Your support assists TRAA with outreach to towing professionals across the country and provides your organization with great value for their advertising dollars with package savings of up to 32% off! **Commitment is due with payment no later than January 31, 2022.** All sponsorships are available on a “first come, first serve” basis.

Diamond Sponsor - \$7,500.00 (Limit of 2/Year) Total Value of \$11,089.50 (Save \$3,589.50, 32% Off)

Benefits:

- Includes 2022 Associate Member Dues (value of \$600)
- Guaranteed Spotlight Sponsorship at either TRAA’s Annual Spring Meet & Greet, TRAA’s Spring Association Forum, or equivalent (value of \$2,500) *
- E-Blast to TRAA’s regular members promoting your product(s) and any co-branded partnership offer (if applicable), 1/year (value of \$750)
- Rotating Banner ad on TRAA’s website for 12 months (value of \$2,400)
- Color ad inclusion in 6 issues of TRAA’s bimonthly E-Newsletter (value of \$1,500)
- Color listing with logo as Corporate Sponsor (~1/4 page) in TRAA’s Membership Directory & Buyers’ Guide (est. value of \$1,189.50)
- Company flyer/brochure included in all new member fulfillment packages (est. value of \$750)
- Company logo displayed on TRAA’s website with hyperlink (est. value of \$600)
- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)
- Logo inclusion in TRAA’s National Towing E-Newsletter for 6 issues (est. value of \$300)

Platinum Sponsor - \$5,000.00 (Limit of 3/Year) Total Value of \$7,019.50 (Save \$2,019.50, 29% Off)

Benefits:

- Includes 2022 Associate Member Dues (value of \$600)
- Guaranteed Spotlight Sponsorship at either TRAA’s Annual General Membership Meeting, Bi-Annual Board of Director’s Meeting, or equivalent (value of \$750) *
- E-Blast to TRAA’s regular members promoting your product(s) and any co-branded partnership offer (if applicable), 1/year (value of \$750)
- Rotating Banner ad on TRAA’s website for 9 months (value of \$1,800)
- Color listing with logo as Corporate Sponsor (~1/6 page) in TRAA’s Membership Directory & Buyers’ Guide (est. value of \$969.50)
- Company flyer/brochure included in all new member fulfillment packages (est. value of \$750)
- Company logo displayed on TRAA’s website with hyperlink (est. value of \$600)
- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)
- Logo inclusion in TRAA’s National Towing E-Newsletter for 6 issues (est. value of \$300)

Gold Sponsor - \$3,500.00 (Limit of 4/Year) Total Value of \$4,469.50 (Save \$969.50, 22% Off)

Benefits:

- Includes 2022 Associate Member Dues (value of \$600)
- E-Blast to TRAA’s regular members promoting your product(s) and any co-branded partnership offer (if applicable), 1/year (value of \$750)
- Color listing with logo as Corporate Sponsor (~1/6 page) in TRAA’s Membership Directory & Buyers’ Guide (est. value of \$969.50)
- Company flyer/brochure included in all new member fulfillment packages (est. value of \$750)
- Company logo displayed on TRAA’s website with hyperlink (est. value of \$600)

- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)
- Logo inclusion in TRAA's National Towing E-Newsletter for 6 issues (est. value of \$300)

Silver Sponsor - \$2,500.00 (Limit of 4/Year) *Total Value of \$2,979.50 (Save \$479.50, 16% Off)*
Benefits:

- Includes 2022 Associate Member Dues (value of \$600)
- Ad inclusion in an issue of TRAA's bimonthly E-Newsletter, 1/year (value of \$250)
- Color listing with logo as Corporate Sponsor (~1/8 page) in TRAA's Membership Directory & Buyers' Guide (est. value of \$729.50)
- Company logo displayed on TRAA's website with hyperlink (est. value of \$600)
- Banner, poster, or program displaying company logo at all TRAA Board Meetings (est. value of \$500)
- Logo inclusion in TRAA's National Towing E-Newsletter for 6 issues (est. value of \$300)

Additional Opportunities: 2022 Special Legislative Sponsorships

Spotlight sponsorships are your opportunity to be the sole sponsor of a TRAA event, all the credit goes to you! Sponsoring one of these select events is a great way to further expand brand awareness with our most active and connected members.

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| <input type="checkbox"/> TRAA Legislative Action Event in DC, Workshop Part 1 (includes light refreshments) | \$1,500 |
| <input type="checkbox"/> TRAA Legislative Action Event in DC, Hill Day Lunch | \$1,500 |
| <input type="checkbox"/> TRAA Legislative Action Event in DC, Workshop Part 2 (includes plated breakfast) | \$2,500 |
| <input type="checkbox"/> TRAA Legislative Action Event in DC, Group Dinner | \$5,000 |

Company Name: _____ Company Contact: _____

Company Address: _____ City/State/Zip: _____

Email: _____ Phone: _____

Please return completed form with payment to the TRAA Office via mail, fax, or email.

Payment Options: Check: # _____ (payable to TRAA) or **Credit Card:** <http://traaonline.com/onlinepayments/>

Towing and Recovery Association of America, 700 12th St NW, Suite 700, Washington DC 20005
 Phone/Fax: 888.392.9300 • Email: contact@traaonline.com

*Spotlight sponsorships are reserved 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.