



December 11, 2019

Dear Carrier Member,

I would like to introduce myself as the new Sales Rep for the Idaho Trucking Association. I want to thank you for your past membership and continued support. I have a background in trucking and I have a CDL. My top three goals are to grow the membership, unite trucking with-in the state and educational outreach.

I am really looking forward to 2020, many new changes are taken place at ITA, we hope to provide more return on investment for our trucking members by rolling out new member benefit programs. Another one that I am excited about is reaching out to High School students by partnering with the Future Farmers of America to help introduce them to trucking careers. Next spring the ITA will have the opportunity to reach out to 1,700 FFA students at their convention.

Please review the carrier advertising options attached, we want your advertising dollars to bring value not only to you, but also to our fellow members so we can continue having great events like the Idaho Truck Driving Championships, The Rocky Mountain Regional Safety Rendezvous and more.

Thank you for your support.

A handwritten signature in black ink that reads 'Allen Hodges' with a long, sweeping underline.

Allen Hodges  
ITA Sales Representative  
C 208.949.8937  
[allenh@idtrucking.org](mailto:allenh@idtrucking.org)

## 2020 ITA SPECIAL ADVERTISING FOR CARRIERS

Company: \_\_\_\_\_ Main contact person: \_\_\_\_\_

Contact's phone #: \_\_\_\_\_ Contact's e-mail: \_\_\_\_\_

3405 E. Overland Road/Suite 175 Meridian, ID 83642 | E: [office@idtrucking.org](mailto:office@idtrucking.org) | P: 208.342.3521

**Featured Commercial Truck Photo** on [www.idtrucking.org](http://www.idtrucking.org) | **\$500.00**  
Open to all carriers and allied members! We feature your company's best commercial truck photo on the [www.idtrucking.org](http://www.idtrucking.org) home page. Includes a link to your company URL.  
*If multiple sponsors select this option, the truck photos will rotate frequently.*

**Website Advertisements** | **\$275.00 each**  
Advertisement on [www.idtrucking.org](http://www.idtrucking.org) for a full year.

**Driver Appreciation** | **Swag, snacks and/or monetary contributions**  
Nylon bags with your printed logo, 500 bags per Port of Entry (approx. \$1.30 each)

**Golf Hole** | **\$250.00**  
Golf hole at regional golf tournament or RMRSR golf tournament (including signage and promotion station)

**Help sell ITA to fellow Carriers** | **\$100.00**  
Your company logo on ITA recruitment and promotional materials (let other carriers know that you support ITA with your membership)

**Promote your company** | **\$250.00**  
A featured story on [www.idtrucking.org](http://www.idtrucking.org) and an email blast to entire membership featuring your company, people and products. (a great tool to recruit new drivers or staff)

### Idaho Truck Driving Championships Supporter • **Deadline to sponsor is April 1st**

This is a special chance to support our Idaho Truck Driving Championships and showcase the **best** professional truck drivers in Idaho. Event date is **May 16th!**

Includes:

- Half page, full color advertisement in the event program;
- Logo on all event advertising including email blasts, emails to drivers, volunteers and terminal managers;
- Logo on the [www.idtrucking.org](http://www.idtrucking.org) website event page;
- Logo on a large banner or framed poster displayed at the event and in winner photos;
- Sponsor recognition by the professional announcer during the TDC.

**General Event Sponsorship** | **\$250.00** (Funds will be used to provide food, beverages, all of the equipment required for the event, including tents, chairs and dumpsters, and professional scoring and announcing services.)

**First Place Winner Silver Belt Buckles** | **\$1,500.00**

**Reusable Water Bottles for Volunteers, Drivers & Spectators** (w/logo)

**Nametag Lanyards** (w/logo)

**Leather Gloves for Volunteers & Drivers** (w/logo)

**Grand Champion Jacket** (ITA provides the jacket selection and embroidered patch)

**Friday's Volunteer Lunch** (around \$150-\$200 typically)

**Cover the Dollar Challenge** (1-3 drivers typically, \$100 each)

**Saturday Lunch for Drivers, Volunteers & Spectators** (can be 500 - 800 people)

**National TDC Pins for 1st place winners** (450 pins)

**WE ALSO HAVE CARRIER ADVERTISING OPTIONS FOR THE 2020 ROCKY MOUNTAIN REGIONAL SAFETY RENDEZVOUS | JULY 8-10 | MCCALL, ID**  
(contact us for details)

Thank you!  
Simple  
Commercial Tire  
YOUR NAME HERE