

Your way ahead



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## BCTA SPONSORSHIP OPPORTUNITIES OVERVIEW

The BC Trucking Association (BCTA) offers a number of excellent opportunities for members to network and promote their businesses through event sponsorships. Annual events include the BCTA Management Conference, the fall Golf Tournament, the Christmas Party, and the BCTA Associate Member Dinner. Additional sponsorship opportunities are made available as other networking and educational events are planned during the year.

### BC Trucking Association Events:

#### BCTA Management Conference:

This annual event traditionally takes place early to mid-June and includes BCTA's Annual General Meeting, business presentations, networking and award functions, as well as a related golf tournament. The conference attracts between 200 - 250 management and senior representatives from Motor Carrier, Associate and other member companies, as



well as representatives from government and partner organizations. The event is typically held at a resort / conference centre outside of the Vancouver area in BC. Conference sponsorships range from \$1,000 - \$5,000 and are associated with the various functions at the event.

#### BCTA Golf Tournament:

BCTA's fall best-ball golf tournament is typically held on the second Tuesday of September each year at Meadow Gardens Golf Club in Pitt Meadows, BC. The tournament attracts 144 - 160 Motor Carrier, Associate and other members, and includes an awards dinner immediately following the tournament with an attendance of approximately 180 members. Golf Tournament sponsorships range from \$500 - \$2,000 and include golf hole, activity, cart and meal sponsorships.



## **BCTA Christmas Party:**

The Christmas Party takes place on the first Thursday of December each year at the Sheraton Vancouver Guildford Hotel and includes a sumptuous buffet dinner, entertainment and seasonal prizes. The event attracts approximately 200 - 250 people, including Motor Carrier, Associate and other member representatives and spouses. Event sponsorships range from \$500 - \$2,500 and are associated with food and beverage, entertainment and prizes.



## **BCTA Associate Dinner:**

This spring event provides an opportunity for BCTA Associate and other members to network and learn more about the association. The evening includes dinner, reports on association and Associate member activities, and a business presentation. The event is open to all members, including Motor Carriers, and attracts approximately 60 – 70 participants. Event sponsorships range from \$300 – \$800.

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## **Sponsors are recognized via the following:**

- Programs and materials distributed at the event
- Sponsor signage displayed at the event
- Verbal recognition at the event
- Electronic presentation at the event
- The *BCTA Bulletin* newsletter, which is distributed to all members, after the event
- *The Rearview Mirror* post-event report
- BCTA Website sponsor highlight box
- Event promotional material distributed to members in advance of the event, where possible
- The opportunity, where possible, for sponsor representatives to introduce presenters and activities

## **More Information:**

Event sponsorships are an effective way to promote your company within the industry and show your support for the association.

Detailed information regarding sponsorship opportunities is distributed to members several months prior to each event. Previous sponsors are given the right of first refusal for the same function the next year; new sponsors are welcome and encouraged to provide input regarding activities and recognition.

For more information, please contact Sandra Stashuk, BCTA's Member Services Coordinator, or Michele Nicol, BCTA's Director of Business Operations, at the numbers above or via email at SandraS@bctrucking.com or MicheleN@bctrucking.com respectively.