

2024 Sponsorship Pack

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QTA ROAD FREIGHT INDUSTRY AWARDS

21 September 2024

Celebrating the Industry



The Queensland Trucking Association Road Freight Industry Awards is the Association's gala event of the year and has grown to one of the biggest industry events in Australia.

The event attracts over 450 guests including fleet owners, suppliers and key industry stakeholders from all around Queensland and interstate.

This showcase event celebrates the road freight industry in grand style at the Royal International Convention Centre in Bowen Hills.

Upon arrival, guests are welcomed to an outdoor ambient experience in the venue forecourt as the sun sets and the night lights reveal some of the industry's finest and shiniest trucks and trailers.

Mixing and meandering amongst the impressive machines, guests excitedly gather for professional photos with the colleagues, friends and family. The excitement in the air can be felt in the backslaps and embraces and heard in the laughter, conversations and banter.

As excited guests fill the forecourt, welcome refreshments are enjoyed before the time arrives to enter the ballroom to celebrate the achievements of people in the road freight industry.







Showcasing in Style



The ballroom atmosphere reflects the dynamism of the industry as guests are welcomed by vehicle displays, guest bars, sumptuous gourmet food, delectable dessert bar, professional emcee and smooth entertainment.

Significant member milestones are celebrated, and members and sponsors are showcased in the multimedia presentation throughout the night. A guest speaker will entertain with a blend of authentic insights and humour through storytelling. Guests discover old friends and colleagues and form new ones with the valuable networking opportunities the night offers.

The feature of the night, the Road Freight Industry Awards celebrate the outstanding calibre of people who make up the sector. Awards are sponsored by our Platinum Partners who interact with Award winners in VIP photo presentations.

Joining industry are representatives key federal, state and local electorates, as well as industry stakeholders, importantly our loyal sponsors, partners and operator members.

Our style is professional and personal. Our attention to detail is exceptional. Our commitment to delivering a high quality event is unwavering. **Sponsorships are offered at the discretion of the QTA.*





Your chance to shine

The QTA RFIA's represent an opportunity to showcase your company and your support for the industry that supports you.

The Association values of integrity, trust, service, innovation, value and diversity shine through our events and you can be assured that your brand will be respected and celebrated among people who resonate with your product.

The night presents an opportunity for warm introductions through industry leaders, industry colleagues and current customers to foster new business relationships.

Your brand will experience heightened visibility through the event marketing, promotional collateral, social media and premium exposure on the night of the Awards. This presents new opportunities to strengthen your brand and extend your reach to potential customers and showcase your support for the road freight industry.

Prior to the event, you are presented with the valuable opportunity to view the guest list which will support your networking goals on the night.

We welcome sponsorship interest from businesses who align with our reputation: "Trusted to Deliver. Driven by Service."

Sponsorship categories offer an exciting opportunity to gain important exposure with business leaders in the Queensland road freight industry.

We invite you to consider your investment in our event.

**Sponsorships are offered at the discretion of the QTA.*

Event demographics

Event sponsorship offers a multitude of benefits that can significantly enhance your company's brand presence to businesses in your target market.

52.5%

Operators

34.5%

Corporate Suppliers

13%

Government / Stakeholders

Guests



Event Partner

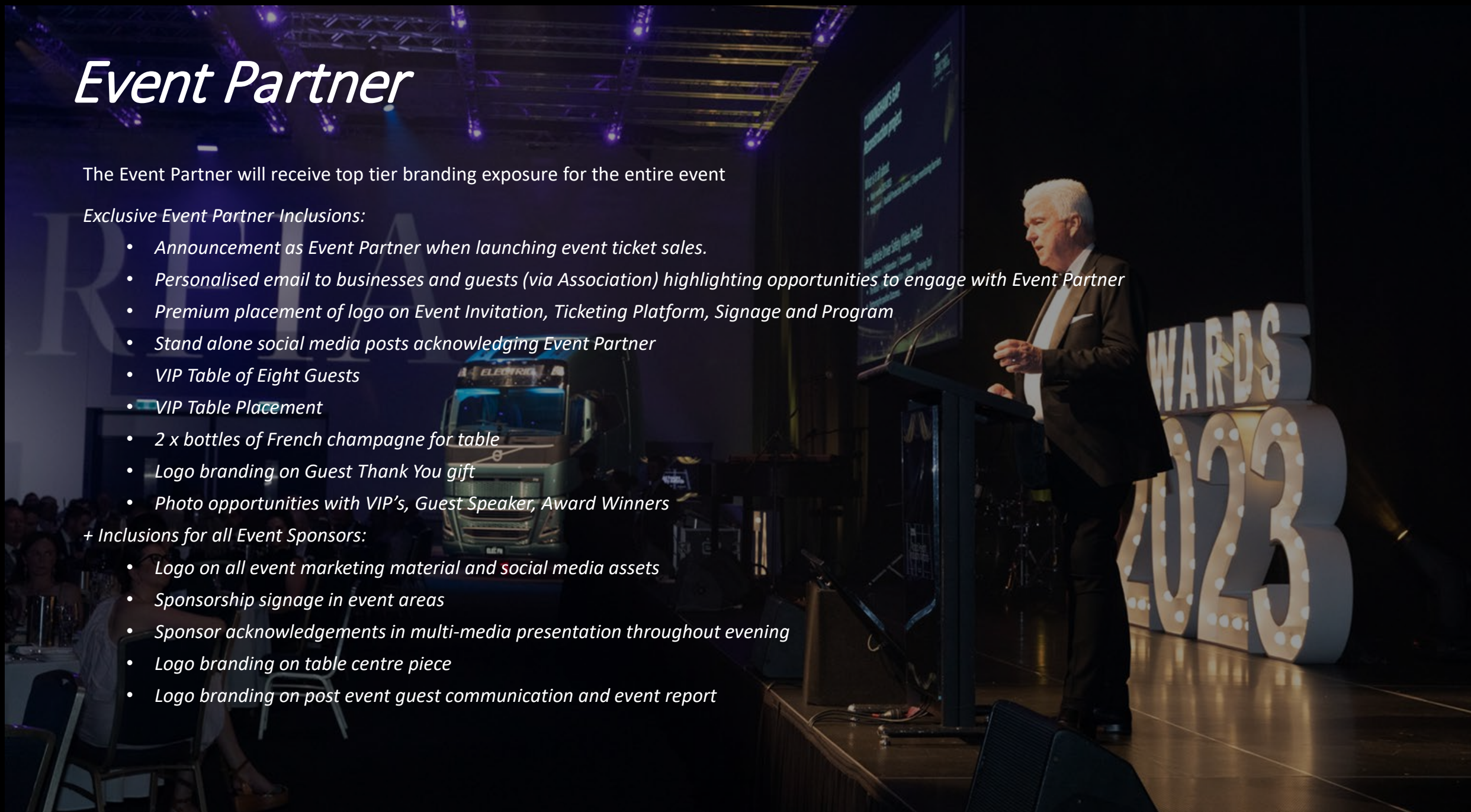
The Event Partner will receive top tier branding exposure for the entire event

Exclusive Event Partner Inclusions:

- *Announcement as Event Partner when launching event ticket sales.*
- *Personalised email to businesses and guests (via Association) highlighting opportunities to engage with Event Partner*
- *Premium placement of logo on Event Invitation, Ticketing Platform, Signage and Program*
- *Stand alone social media posts acknowledging Event Partner*
- *VIP Table of Eight Guests*
- *VIP Table Placement*
- *2 x bottles of French champagne for table*
- *Logo branding on Guest Thank You gift*
- *Photo opportunities with VIP's, Guest Speaker, Award Winners*

+ Inclusions for all Event Sponsors:

- *Logo on all event marketing material and social media assets*
- *Sponsorship signage in event areas*
- *Sponsor acknowledgements in multi-media presentation throughout evening*
- *Logo branding on table centre piece*
- *Logo branding on post event guest communication and event report*



Major Sponsorships

Investment \$10,000+gst (two available)

Major Sponsor Inclusions:

- *VIP Table of Eight Guests*
- *Logo on Corporate Gift*
- *Photo opportunities with VIP's, Guest Speaker, Award Winners*

+ Inclusions for all Event Sponsors:

- *Logo on all event marketing material and social media assets*
- *Sponsorship signage in event areas*
- *Sponsor acknowledgements in multi-media presentation throughout evening*
- *Logo branding on post event guest communication and event report*
- *Company branded Table centre piece*
- *Photo opportunities with VIP's, Guest Speaker, Award Winners*



Drinks Sponsorship

Investment \$5,000+gst

Drinks Sponsor Inclusions:

- *4 Complimentary Tickets*
- *Sponsor acknowledgement at Bars*
- *Opportunity to provide merchandise at Bars*

+ Inclusions for all Event Sponsors:

- *Logo on event marketing material and social media assets*
- *Sponsorship signage in event areas*
- *Sponsor acknowledgements in multi-media presentation throughout evening*
- *Logo branding on post event guest communication and event report*
- *Company branded Table centre piece*





Entertainment Sponsor

Investment \$5,000+gst

Entertainment Sponsor Inclusions:

- *4 Complimentary Tickets*
- *Sponsor acknowledgement near Stage*
- *Opportunity to provide merchandise at Bars*

+ Inclusions for all Event Sponsors

- *Logo on event marketing material and social media assets*
- *Sponsorship signage in event areas*
- *Sponsor acknowledgements in multi-media presentation throughout evening*
- *Logo branding on post event guest communication and event report*
- *Company branded Table centre piece*



Truck Display Sponsor (Indoor)

Investment \$5,000+gst (three available)

Entertainment Inclusions:

- 4 Complimentary Tickets
- Vehicle Display in Ballroom to stage Gala Dinner
- Vehicle featured in Official Photos with VIP's, Guest Speakers and Guests

+ Inclusions for all Event Sponsors

- Logo on event marketing material and social media assets
- Sponsorship signage in event areas
- Sponsor acknowledgements in multi-media presentation throughout evening
- Logo branding on post event guest communication and event report
- Company branded Table centre piece



Truck Display Sponsor (Outdoor)

Investment \$3,000+gst (Multiple available)

Entertainment Inclusions:

- 2 Complimentary Tickets
- Vehicle Display in Forecourt of Event Venue to stage Pre-Dinner Drinks
- Vehicle featured in Official Photos with VIP's, Guest Speakers and Guests

+ Inclusions for all Event Sponsors

- Logo on event marketing material and social media assets
- Sponsorship signage in event areas
- Sponsor acknowledgements in multi-media presentation throughout evening
- Logo branding on post event guest communication and event report
- Company branded Table centre piece

Sponsorship Matrix



	Event Partner \$25,000 +gst	Major (2) \$10,000 +gst	Drinks \$5,000 +gst	Entertainment \$5,000 +gst	*Truck/Trailer display Indoor (3) \$5,000 +gst	*Truck/Trailer display Outdoor \$3,000 +gst
Complimentary tickets	VIP Table (8 guests)	VIP Table (8 guests)	4 tickets	4 tickets	4 tickets	2 tickets
Company Logo on:						
Online Event Registration	✓	✓				
Event promotion (Transporter E-News/Social Media)	✓	✓	✓	✓	✓	
Event name tags	✓					
Event Program	✓	✓	✓	✓	✓	✓
Multimedia presentation	✓	✓	✓	✓	✓	✓
Lightbox and banner signage at event	✓	✓	✓	✓	✓	✓
Table centrepieces	✓	✓				
Vehicle display and signage (truck/trailer)					✓	✓
Corporate co-branded sponsor gift (QTA to supply)	✓	✓				
Opportunity to play company marketing video (1-2mins)	✓				✓	
Opportunity to provide promotional merchandise (450 guests)	✓					
Introduction to VIPs	✓					
Photo opportunities	✓	✓	✓	✓	✓	✓
Acknowledgements:						
By MC at event	✓	✓	✓	✓	✓	✓
Event program	✓	✓	✓	✓	✓	✓
Post event report – Transporter E-News	✓	✓	✓	✓	✓	✓
QTA social media	✓	✓	✓	✓	✓	✓
Annual report	Logo	Logo	✓	✓	✓	✓

**To take up both inside and outside – enquire about price*

Event branding





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Queensland Trucking Association Ltd
Welcomes you to

CTA Road Freight Industry Awards 2023



Platinum Partners

