



AMTA SPONSORSHIP GUIDE 2025

AMTA is a not-for-profit, advocacy, and safety training association. For more than 87 years, our work has encompassed a broad range of environmental, socioeconomic, psychosocial, safety, and compliance matters impacting provincial highways.

[See our event schedule at amta.ca/events](https://amta.ca/events)

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Contact:
Laurie Tod
Coordinator, Sponsorship &
Member Solutions
780-395-7150
events@amta.ca

2025 AMTA Regional Meeting Sponsorships

About Regional Meetings

AMTA Regional Meetings are an opportunity for members, partners, and anyone interested in commercial transportation to gather and learn about industry updates from WCB, Alberta law enforcement agencies, AMTA events, guest speakers, and more.

Position your company for success

By sponsoring Regional Meetings, you're in a position to generate leads within the commercial transportation industry. Invest in building relationships and doing business in the industry.

Who Attends

Provincial and local government officials, AMTA Carrier and Supplier members, senior executives from carriers and other associations, other provincial associations, occupational health and safety representatives, professional drivers, human resource professionals, industry employers, and more.



2025 Virtual
Regional Meeting dates
January 8
March 12
May 14
September 10
November 12

2025 Edmonton
Regional Meeting dates
February 11
June 10
December 9

2025 Calgary
Regional Meeting dates
June 4
October 1
December 3

2025 Grande Prairie
Regional Meeting dates
February 13
June 12
October 9
December 11

Contact:
Laurie Tod
780-395-7150
events@amta.ca

2025 AMTA Regional Meetings Sponsorships

Virtual Meeting Sponsor

- **\$2,000 (One available) SOLD**
- Listed on amta.ca as "Virtual Regional Meeting Sponsor"
- Five social media posts per year before, during, or after event
- Opportunity to speak two (2) minutes at one virtual meeting per year
- Recognition at each virtual meeting as "Virtual Regional Meeting Sponsor"
- Regional Meetings advertising to list company as "Virtual Regional Meeting Sponsor"

In Person Regional Meeting Venue Sponsor

- **\$1,500 (Edmonton) SOLD**
- **\$1,500 (Calgary) SOLD**
- **\$1,000 (One available in Grande Prairie) SOLD**
- Three social media posts per year before, during, or after event
- Listed on amta.ca as "Regional Meeting (location) Venue Sponsor"
- Recognition at each meeting as the Regional Meeting (location) Venue sponsor
- Opportunity to place sponsor-provided pop-up banner at your sponsorship location
- Opportunity to speak two (2) minutes at one meeting per year at your sponsorship location
- Registration for one (1) to all in-person Regional Meetings at your sponsorship location
- Regional Meetings advertising to list company as "Regional Meeting (location) Venue Sponsor"

In Person Regional Meeting Lunch Sponsor

- **\$1,500 (Edmonton) SOLD**
- **\$1,500 (Calgary) SOLD**
- **\$1,000 (One available in Grande Prairie) SOLD**
- Three social media posts per year before, during, or after event
- Listed on amta.ca as "Regional Meeting (location) Lunch sponsor"
- Recognition at each meeting the Regional Meeting (location) Lunch sponsor
- Opportunity to place sponsor-provided pop-up banner at your sponsorship location
- Registration for one (1) to all in-person Regional Meetings at your sponsorship location
- Opportunity to speak two (2) minutes at one meeting per year at your sponsorship location
- Regional Meetings advertising to list company as "Regional Meeting (location) Lunch sponsor"



2025 Virtual
Regional Meeting dates
January 8
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September 10
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2025 Edmonton
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2025 AMTA Regional Meetings Sponsorships

In Person Regional Meeting Speaker Sponsor

- **\$3,000 (One available in Edmonton) SOLD**
- **\$3,000 (One available in Calgary) SOLD**
- **\$2,000 (One available in Grande Prairie) SOLD**
- Opportunity to introduce the guest speaker
- Opportunity for photo with the guest speaker
- Three (3) social media posts per year before, during, or after event
- Listed on amta.ca as "Regional Meeting (location) Speaker sponsor"
- Recognition at each meeting as the Regional Meeting (location) Speaker sponsor
- Opportunity to place sponsor-provided pop-up banner at your sponsorship location
- Two (2) 15 second pre-recorded spots on an episode of AMTA Steering Change Podcast
- Opportunity to speak two (2) minutes at one meeting per year at your sponsorship location
- Registration for one (1) to all in-person Regional Meetings at your sponsorship location



2025 AMTA Driver of the Month

Driver of the Month award winners are selected in the months of January, February, March, April, May, June, September, October, and November. Winners are selected by the Driver of the Month committee.

Selected monthly winners are presented with a Driver of the Month certificate, AMTA monogrammed jacket, and an invitation to attend or join the Regional Meeting in the month they are selected as a winner, along with one personal guest. The selected driver is added to the Driver of the Month page on amta.ca, and the driver and their company are featured on AMTA social media with exposure and potential for thousands of engagements.

Nominating Carriers receive a matching certificate to display this accomplishment with pride. All winning drivers from the mentioned months above will be considered for the AMTA 2025 Driver of the Year Award. The Driver of the Year Award is presented yearly at AMTA's Annual Conference in April and includes a video of the driver and their accomplishments, and a \$500 gift certificate and a free entry into our 2025 Professional Truck Driver Championship event.

Nominate a driver today at amta.ca



2025 AMTA Driver of the Month Sponsorship

- **\$5,000 (One available) SOLD**
- Driver of the month sponsor from January, 2025 - December, 2025
- 10 AMTA social media posts per year
- Company logo included on the Driver of the Month certificate
- Opportunity to take photo with award winner at in-person regional meetings
- Recognized on eNews Driver of the Month winner posts as the DOM sponsor
- Opportunity to present driver of the month award to award winner at Regional Meetings
- Two (2) 15 second pre-recorded spots on an episode of AMTA Steering Change Podcast
- Registration for two (2) to all 2025 Regional Meetings to present Driver of the Month award



2025 Annual Conference Website

April 8th - 10th
River Cree Resort & Casino
Edmonton

Who attends

Join industry leaders, innovators, and decision-makers at the Alberta Motor Transport Association (AMTA) 87th Annual Conference. From April 8-10, 2025 we are Fueling Progress and Accelerating Change with a premier event dedicated to advancing Alberta's commercial transportation sector.

Gain critical insights into emerging technologies and market trends that are reshaping the commercial transportation landscape. Learn how to adapt and thrive in an evolving workplace environment. Connect with top executives, innovators, and decision-makers from across the sector. This is your chance to build relationships that can lead to strategic partnerships and collaborative opportunities. Take advantage of the Exhibitor Showcase to highlight your products and services, and gain visibility among key stakeholders and position your organization as a leader in the industry.

Whether you're a C-suite executive, fleet manager, logistics professional, or policy advisor, AMTA's Annual Conference offers invaluable knowledge and networking opportunities tailored to your needs.

Why attend

It's our goal to ensure conference delegates learn tangible takeaways, make new connections, and have an experience to remember.

Sponsorships

By partnering with AMTA, sponsoring our Annual Conference is a cost-effective investment to help you build and nurture business relationships and generate leads within the transportation industry. Connect and build purposeful relationships with industry leaders, owners, carriers, suppliers, collaborators and supporters within Alberta's commercial transportation industry.



2025 Conference Delegate Registration Details

April 8th - 10th
River Cree Resort & Casino
Edmonton

The Alberta Transport Motor Association (AMTA) looks forward to welcoming you to the AMTA 2025 Conference on April 8-10 in Edmonton, Alberta.

What is included in a full delegate conference registration?

A full Delegate Conference registration includes access to:

- Welcome Reception and Conference Tradeshow Tuesday, April 8
- All conference sessions Wednesday, April 9 and Thursday, April 10
- Awards Dinner Cocktail hour and Awards Dinner Wednesday, April 9
- Breakfast, lunch, and break refreshments on Wednesday, April 9, and Thursday April 10

What is the Awards Dinner?

The Awards Dinner is an evening to recognize and celebrate AMTA's 2025 Award winners. This event will be held on Wednesday, April 9, at the River Cree Resort in Edmonton, Alberta and is included within your full conference registration. Should you wish to bring a guest, additional award dinner tickets are available for \$180.00/person. The awards dinner ticket includes the Awards Dinner Cocktail hour, one dinner, awards ceremony, and evening entertainment with DJ Joe Swell.

Booking a room at the River Cree?

AMTA has secured discounted room rates at the River Cree Resort. Conference attendees are responsible for booking their own rooms and rooms are available on a first-come, first-serve basis. **Phone the hotel directly at 1-844-425-2733 (24/7) or reserve your room(s) online [here](#)**

Pricing details:

Member only Early Bird full Conference Delegate pass until December 31, 2024 - \$900.00

Member regular member pricing full Conference Delegate pass - \$950.00

Non Member pricing Full Conference Delegate pass - \$999.00

Awards Dinner Celebration - \$180.00

Programing of Note:

Welcome Reception Tuesday, April 8, 4pm-8pm

Conference Tradeshow Tuesday, April 8, 4pm-8pm

Conference Wednesday, April 9, 9am-2:30pm

Awards Celebration Cocktail Hour Wednesday, April 9, 5:30pm-6:30pm

Awards Dinner Wednesday, April 9, 7pm

Awards Presentation Wednesday, April 9, 8pm

Entertainment - DJ Joe Swell Wednesday April 9, 9pm-11pm

Conference Thursday, April 10, 9am-3:00pm

River Cree
Resort & Casino

300 East Lapotac Boulevard
Enoch, Alberta

April 8-10, 2025

The AMTA Annual
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who challenge,
drive, and shape the
commercial
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Contact:
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780-395-7150
events@amta.ca

2025 Conference Exhibitors

April 8th - 10th
River Cree Resort & Casino
Edmonton

Tradeshow Exhibitor Booth

AMTA Member price

\$550 each

*Registration for members opens November 18, 2024

Non-member price

\$1100 each

*Registration for non-members opens January 20, 2025 (if remain)

Tradeshow open April 8th, 4pm-8pm

- Load-in April 8th, 12:00pm-3:30pm
- Load-out April 8th, 8:30pm-9:30pm

Includes the following:

- Two (2) Tradeshow exhibitor passes
- 8'x8' pipe and drape with table and two (2) chairs
- One standard power outlet
- Company logo on exhibitor board during event
- Company logo on exhibitor page in the Conference program
- Two social media posts before, during, or after event
- Company logo displayed and linked on amta.ca event landing page

Register to be an Exhibitor here

*Applications are accepted until February 27, 2025 or until sold out

*Program logo due February 27, 2025

*Invoices must be paid by March 15, 2025 in order to attend



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Resort & Casino

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2025 Conference Sponsorships

April 8th - 10th
River Cree Resort & Casino
Edmonton

Lunch Sponsor

- **\$4,000 April 9th (One available) SOLD**
- **\$4,000 April 10th (One available) SOLD**
- One (1) full Delegate Conference registration
- Opportunity to address delegates for up to two (2) minutes at lunch from the stage
- Opportunity to provide a branded gift/takeaway during lunch
- Display one sponsor-provided pop-up banner during lunch
- Company logo on all-sponsor signage at registration table
- Emcee recognition prior to and after lunch
- On-screen recognition during event
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Two full colour ads in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Company logo displayed and linked on AMTA website event landing page

***Program logo and ad due February 27, 2025**

Breakfast Sponsor

- **\$4,000 April 9th (One available)**
- **\$4,000 April 10th (One available) SOLD**
- One (1) full Delegate Conference registration
- Opportunity to address delegates for up to two minutes at breakfast from the stage
- Opportunity to provide a branded gift/takeaway during breakfast
- Display one sponsor-provided pop-up banner during breakfast
- Company logo on all-sponsor signage at registration table
- Emcee recognition prior to and after breakfast
- On-screen recognition during event
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Two full colour ads in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on AMTA website event landing page

***Program logo and ad due February 27, 2025**

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2025 Conference Sponsorships

April 8th - 10th
River Cree Resort & Casino
Edmonton

Welcome Reception Sponsor

• **\$3,500 (One available) April 8th 4pm-8pm **SOLD****

- One (1) full Delegate Conference registration
- Opportunity to address delegates for two (2) minutes at Welcome Reception
- Company logo on napkins during Welcome Reception
- Opportunity to display one sponsor-provided pop-up banner during Welcome Reception
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Welcome Reception
- On-screen recognition during Welcome Reception
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- One full colour ad in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Program logo and ad due February 27, 2025**

Awards Dinner Cocktail Hour Sponsor

• **\$3,500 (One available) April 9th 5:30pm-6:30pm**

- One (1) full Delegate Conference registration
- Company logo on napkins during Awards Dinner Cocktail Hour
- Display one sponsor-provided pop-up banner during Cocktail Hour
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Awards Dinner Cocktail Hour and Awards Dinner
- On-screen recognition during Awards Dinner Cocktail Hour
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- One full colour ad in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Program logo and ad due February 27, 2025**

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2025 Conference Sponsorships

April 8th - 10th

River Cree Resort & Casino

Edmonton

Lanyard Sponsor

• **\$3,500 (One available) SOLD**

- One (1) full Delegate Conference registration
- Company logo on all conference lanyards
- Emcee recognition at Awards dinner
- Company logo on all-sponsor signage at registration table
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- One full colour ad in the AMTA eNews (distribution: 9,000+)
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

*Sponsorship must be paid by March 1, 2025 to secure lanyards

*Program logo and ad due February 27, 2025

Keynote Speaker Sponsor

• **\$3,000 (Three available)**

April 9 Eric Termuende- Attracting Top Talent in the Future of Work **SOLD**

April 9 Tina Varughese - Better Together

April 10 David Irvine- Leadership: How to Create High Engagement Culture

- One (1) full Delegate Conference registration
- Opportunity to introduce Keynote speaker
- Emcee recognition before and after keynote
- Company logo on all-sponsor signage at registration table
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

*Program logo and ad due February 27, 2025

Energy Break and Networking Sponsor

• **\$2,500 April 9th (One available) SOLD**

• **\$2,500 April 10th (One available) SOLD**

- One (1) full Delegate Conference registration
- Display one (1) sponsor-provided pop-up banner during Energy Break
- Company logo on all-sponsor signage at registration table
- Emcee recognition during before and after Energy breaks
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

*Program logo and ad due February 27, 2025

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April 8-10, 2025

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2025 AMTA Awards Nominations Information

April 9th, 2025

River Cree Resort & Casino

Edmonton

AMTA Awards Nominations are now open!

Nominate here!

Award winners will be celebrated at our 2025 Awards Celebration Dinner April 9, 2025 at the River Cree Resort and Casino. This event is a time to reflect on, and celebrate, the many successes and achievements of the 2024 winners. The Celebration includes dinner, Award Ceremony, and entertainment by DJ Joel Swell.

Every year, AMTA celebrates the brightest and best of industry who make outstanding contributions to the commercial transportation industry and the Association through these awards. We all know someone in industry who is deserving to be recognized for their efforts in continuing to better Alberta's commercial transportation industry.

AMTA 2024 Supplier of the Year Award - Nominate today!

The Supplier Award is presented annually to an individual who makes demonstrable and consistent efforts to serve AMTA and its members.

Historical Award - Nominate today!

This award honours a person who contributes to improving and enhancing the commercial transportation industry and providing valuable input on its growth.

AMTA Safety Person of the Year - Nominate today!

The AMTA Safety Person of the Year is awarded annually to an exceptional industry-focused safety professional.

Friend to Industry Award - Nominate today!

The Friend to Industry Award recognizes individuals, who, while not directly involved with the commercial transportation industry, provide guidance and support in helping AMTA, and its members achieve their goals.

AMTA 2024 Driver of the Year

This award is selected from the pool of AMTA Driver of the Month winners.

Nominated by the Driver of the Month Committee.

Dean Paisley Service to Industry Award

The Dean Paisley Service to Industry Award is presented to AMTA's Board Chair for their efforts in supporting the Association and its goals. Nominated by AMTA Board of Directors.

Don Achtemichuk Volunteer Service Award

The Don Achtemichuk Volunteer Service Award is presented to an individual who devotes their time and efforts to AMTA projects, events, and initiatives. Nominated by AMTA Awards Committee.

**These nominations reflect individuals' actions for the year 2024*

Nominations must be submitted by NOON, Friday, February 14, 2025

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April 8-10, 2025

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2025 Conference Sponsorships

April 8th - 10th
River Cree Resort & Casino
Edmonton

Award Sponsorships

- \$3,000 each

AMTA 2024 Driver of the Year **SOLD**

The Driver of the Year is selected from the pool of AMTA Driver of the Month winners by the Driver of the Month Committee.

AMTA 2024 Supplier of the Year Award

The Supplier Award is presented annually to an individual who makes demonstrable and consistent efforts to serve AMTA and its members.

Historical Award

This award honours a person who contributes to improving and enhancing the commercial transportation industry and providing valuable input on its growth.

AMTA Safety Person of the Year **SOLD**

The AMTA Safety Person of the Year is awarded annually to an exceptional industry-focused safety professional.

Friend to Industry Award

The Friend to Industry Award recognizes individuals, who, while not directly involved with the commercial transportation industry, provide guidance and support in helping AMTA, and its members achieve their goals.

Dean Paisley Service to Industry Award **SOLD**

The Dean Paisley Service to Industry Award is presented to AMTA's Board Chair for their efforts in supporting the Association and its goals.

Don Achtemichuk Volunteer Service Award

The Don Achtemichuk Volunteer Service Award is presented to an individual who devotes their time and efforts to AMTA projects, events, and initiatives.

Includes:

- Two (2) Awards Dinner Cocktail Hour tickets April 9th, 5:30pm-6:30pm
- Two (2) Awards Dinner Celebration tickets April 9th, 7pm-11pm
- Company logo on award
- Opportunity to present award to award winner
- Opportunity to take photo with award winner
- Company logo on all-sponsor signage at registration table
- Company logo on sponsor page in Conference program
- One full-colour 1/2 page ad in the Conference program
- Three social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

*Sponsorship must be paid by March 1, 2025 to secure company logo on award

*Program logo and ad due February 27, 2025

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2025 Conference Sponsorships

**April 8th - 10th
River Cree Resort & Casino
Edmonton**

Session Sponsor

- **\$2,500 (Five available)**

April 9 Heather Fry - Truckers Against Trafficking

April 9 Western Association Fireside Chat

April 10 Lynn Varty - Transportation and Economic Corridors (TEC) Session

April 10 Dave Elniski & Steve Keppler - Technology and Safety in Transportation

April 10 Carrier Successes in New Technology

- One (1) full Delegate Conference registration
- Opportunity to introduce session
- Company logo on all-sponsor signage at registration table
- Emcee recognition before and after session
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Program logo and ad due February 27, 2025**

Awards Dinner Decor Sponsor

- **\$2,000 (Three available)**

- Two Awards Dinner Cocktail Hour tickets April 9th, 5:30pm-6:30pm
- Two Awards Dinner Celebration tickets April 9th, 7pm-11pm
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Awards dinner
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Program logo and ad due February 27, 2025**

Awards Dinner Menu Card Sponsor

- **\$2,000 (One available)**

- Two Awards Dinner Cocktail Hour tickets April 9th, 5:30pm-6:30pm
- Two Awards Dinner Celebration tickets April 9th, 7pm-11pm
- Company logo on Awards Dinner menu cards
- Company logo on all-sponsor signage at registration table
- Emcee recognition during Awards dinner
- Company logo on sponsor page in Conference program
- One full-colour 1/4 page ad in the Conference program
- Two social media posts before, during, or after event
- Logo displayed and linked on amta.ca event landing page

***Sponsorship must be paid by March 1, 2025 to secure company logo on menu cards**

***Program logo and ad due February 27, 2025**

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2025 Professional Truck Driver Championships

May 31, 2025

Edmonton

About Professional Truck Driving Championship (PTDC)

AMTA's Annual PTDC showcases top professional commercial drivers from across the province, who demonstrate the skills required to be the best in the industry. Competing in various challenges, these drivers have the technical skills, theory and applied knowledge, and demonstrated abilities resulting in safe, rewarding, and successful careers in industry. **In 2025 we will be celebrating 75 years of this event!**

Brand Recognition and Exposure

Sponsoring PTDC is a cost-effective investment to help you build and nurture business relationships and generate leads. Connect with, and get your brand noticed by leaders, owners, drivers, carriers and suppliers, supporters, and volunteers within Alberta's commercial transportation industry.

Driver registration opens March 2025

Closes May 2025



2025 Driver Registration Information

May 31, 2025

Edmonton

Driver registration details - Coming soon

What is included in a a driver registration?

Driver registration includes an event t-shirt, breakfast, lunch, and one ticket to the Awards Dinner on Saturday, May, 31 at 6:00pm

What is the Awards Dinner?

This event will be held on Saturday May 31, at Blackjacks Roadhouse in Leduc, Alberta. The Awards Dinner is an evening to announce and celebrate the 2025 AMTA Professional Truck Driver Championship award winners.

This is a separately ticketed event within the Professional Truck Driver Championships. An awards dinner ticket includes one (1) buffet dinner ticket.

2025 AMTA Professional Truck Driver Championships Sponsorships

May 31, 2025

Edmonton

75th Professional Truck Driver Championship T-Shirt & Registration Sponsor

- **\$3,000 (One available)**

- Company logo on event t-shirt sleeve
- Two lunch tickets for sponsor representatives
- Two Awards Dinner tickets for sponsor representatives
- Opportunity to display sponsor-provided pop-up banner during driver registration
- Three social media posts before, during, or after event
- Logo on all-sponsors page in event program
- Company logo displayed on amta.ca event landing page

*Sponsorship must be paid by April 1, 2025 to secure logo on event t-shirts

*Program logo due April 1, 2025

Award Dinner Sponsor

- **\$3,000 (One available)**

- Two lunch tickets for sponsor representatives
- Two Awards Dinner tickets for sponsor representatives
- Opportunity to address delegates for two (2) minutes at Awards Dinner
- Display sponsor provided banner during Awards Dinner
- Logo on all-sponsors page in event program
- Two social posts before, during, or after event
- Company logo displayed on amta.ca event landing page

*Program logo due April 1, 2025

Lunch Sponsor

- **\$2,500 (One available)**

- One lunch ticket for sponsor representative
- One Awards Dinner ticket for sponsor representative
- Opportunity to purchase one additional lunch ticket for \$25
- Opportunity to purchase one additional dinner ticket for \$50
- Display sponsor-provided banner during lunch
- Logo on all-sponsors page in event program
- Two social posts before, during, or after event
- Company logo displayed on amta.ca event landing page

*Program logo due April 1, 2025

Event Location:

AMTA outdoor track
3599 56 Ave E,
Edmonton
International Airport
May 31, 2025

Post Party and Awards

Event Location:

Blackjacks Roadhouse
2110 Sparrow Drive
Nisku, AB
Saturday 6:00 pm
May 31, 2025

Contact:

Laurie Tod
780-395-7150
events@amta.ca

2025 AMTA Professional Truck Driver Championships Sponsorships

May 31, 2025

Edmonton

Express Breakfast Sponsor

- **\$1,500 (One available)**

- One lunch ticket for sponsor representative
- One Awards Dinner ticket for sponsor representative
- Opportunity to purchase one additional lunch ticket for \$25
- Opportunity to purchase one additional dinner ticket for \$50
- Display sponsor provided banner during breakfast
- Logo on all-sponsors page in event program
- Two social post before, during, or after event
- Company logo displayed on amta.ca event landing page

***Program logo due April 1, 2025**

Lanyard Sponsor

- **\$2000 (One available)**

- Company logo on event lanyards
- One lunch ticket for sponsor representative
- One Awards Dinner ticket for sponsor representative
- Opportunity to purchase one additional lunch ticket for \$25
- Opportunity to purchase one additional dinner ticket for \$50
- Three social post before, during, or after event
- Logo on all-sponsors page in event program
- Company logo displayed on amta.ca event landing page

***Sponsorship must be paid by April 1, 2025 to secure company logo on lanyards**

***Program logo due April 1, 2025**

Golf Cart Sponsor

- **\$1,000 (Three available)**

- Company logo decals on track golf carts
- One lunch ticket for sponsor representative
- One Awards Dinner ticket for sponsor representative
- Opportunity to purchase one additional lunch ticket for \$25
- Opportunity to purchase one additional dinner ticket for \$50
- Emcee recognition during event
- Two social post before, during, or after event
- Logo on all-sponsors page in event program
- Company logo displayed on amta.ca event landing page

***Sponsorship must be paid by April 1, 2025 to secure decals**

***Program logo due April 1, 2025**

Event Location:

AMTA outdoor track
3599 56 Ave E,
Edmonton
International Airport
May 31, 2025

Post Party and Awards

Event Location:

Blackjacks Roadhouse
2110 Sparrow Drive
Nisku, AB
Saturday 6:00 pm
May 31, 2025

Contact:

Laurie Tod
780-395-7150
events@amta.ca

2025 AMTA Professional Truck Driver Championships Sponsorships

May 31, 2025

Edmonton

Award Sponsor

- \$750 (Seven available)

Ann Taylor Grand Champion Award

Awarded to the driver with the highest point accumulation

Fred Dedel Rookie Award

Awarded to the first-time PTDC driver with the highest point accumulation

B-Train Team Championship Award

Awarded to the team with the highest point accumulation

Straight Truck Award

Awarded to the driver with the highest point accumulation

Tandem Single-Axel Pup Award

Awarded to the driver with the highest point accumulation

Tandem Bunk Award

Awarded to the driver with the highest point accumulation

Each award sponsor receives the following:

- Two (2) lunch tickets for sponsor representative
- Two Awards Dinner tickets for sponsor representatives
- Company logo on award
- Opportunity to introduce award winner
- Opportunity to have photo with award winner
- Emcee recognition at Awards Dinner
- Two social post before, during, or after event
- Logo on all-sponsors page in event program
- Company logo displayed on amta.ca event landing page

***Sponsorship must be paid by May 1, 2025 to secure your company logo on awards**

***Program logo due April 1, 2025**

Event Location:

AMTA outdoor track
3599 56 Ave E,
Edmonton
International Airport
May 31, 2025

Post Party and Awards

Event Location:

Blackjacks Roadhouse
2110 Sparrow Drive
Nisku, AB
Saturday 6:00 pm
May 31, 2025

Contact:

Laurie Tod
780-395-7150
events@amta.ca

2025 AMTA Professional Truck Driver Championships Sponsorships

May 31, 2025

Edmonton

Kids Tent Sponsor

- **\$1,000 (One available)**

- One lunch ticket for sponsor representative
- One Awards Dinner ticket for sponsor representative
- Opportunity to purchase one additional lunch ticket for \$25
- Opportunity to purchase one additional dinner ticket for \$50
- Emcee recognition during event
- Opportunity to display sponsor-provided pop-up banner at kids tent
- Logo on all-sponsors page in event program
- Two social post before, during, or after event
- Company logo displayed on amta.ca event landing page

***Program logo due April 1, 2025**

Show and Shine Exhibitor

- **\$500 Each vehicle**

- Bring one vehicle to display
- One lunch ticket for sponsor representative
- One Awards Dinner ticket for sponsor representative
- Opportunity to purchase one additional lunch ticket for \$25
- Opportunity to purchase one additional dinner ticket for \$50
- Emcee recognition during event
- One social post before, during, or after event
- Logo on all-sponsors page in event program
- Company logo displayed on amta.ca event landing page

***Program logo due April 1, 2025**

Event Location

AMTA outdoor track
3599 56 Ave E,
Edmonton International
Airport
May 31, 2025

Post Party and Awards

Event Location:

Blackjacks Roadhouse
2110 Sparrow Drive
Nisku, AB
Saturday 6:00 pm
May 31, 2025

Contact:

Laurie Tod
780-395-7150
events@amta.ca

AMTA Annual Golf Tournaments

Calgary - June 2025

Edmonton - June 2025

Promote your company at AMTA's Annual Golf Tournaments and connect with leaders and influencers within the industry.

AMTA is excited to offer a variety of sponsorship opportunities for engagement.

Calgary Golf Course TBD

Calgary golfer registration opens April 2025

Closes June 7, or earlier if sold out.

Golfer Registration includes:

- 18 Holes, shotgun format
- Curated gift for each paid golfer
- Express Breakfast 7am
- Lunch
- Door prizes and awards
- Connect with industry Hole Sponsors

Edmonton Golf Course TBD

Edmonton golfer registration opens April 2025

Closes June 7, or earlier if sold out.



AMTA Annual Golf Tournament Sponsorships

Calgary - June 2025

Edmonton - June 2025

Lunch Sponsor

- \$4,000 (One available in Edmonton)
- \$4,000 (One available in Calgary)
- Includes one team registration (four golfers)
- Opportunity to address attendees for two (2) minutes during lunch
- On-screen recognition throughout event
- Two full colour ads in AMTA eNews (distribution: 9,000+)
- Three social post before, during, or after event
- Company logo displayed on amta.ca event landing page
- Opportunity to provide one tournament prize
- One (1) 15 second pre-recorded spots on an episode of AMTA Steering Change Podcast

Calgary
Golf Club
TBD
June 2025

Edmonton
Golf Club
TBD
June 2025

Express Breakfast Sponsor

- \$3,000 (One available in Edmonton)
- \$3,000 (One available in Calgary)
- Includes one team registration (four golfers)
- On-screen recognition throughout event
- One full colour ad in AMTA eNews (distribution: 9,000+)
- Three social post before, during, or after event
- Company logo displayed on amta.ca event landing page
- Opportunity to provide one tournament prize

Golf Cart Sponsor

- \$2,000 (Three available in Edmonton) **ONE SOLD**
- \$2,000 (Three available in Calgary)
- Includes one team registration (four golfers)
- Company decal displayed on all tournament golf carts
- On-screen recognition throughout event
- Two social post before, during, or after event
- Company logo displayed on amta.ca event landing page
- Opportunity to provide one tournament prize

*Sponsorship must be paid by May 30, 2025 to secure decals

By promoting your company at AMTA's annual golf tournaments, you're in an ideal position to generate leads with decision-makers within the commercial transportation industry.

Contact:
Laurie Tod
780-395-7150
events@amta.ca

AMTA Annual Golf Tournament Sponsorships

Calgary - June 2025

Edmonton - June 2025

Hole Sponsorships

Tee box signage only Hole Sponsor

- \$2,000 (Four available in Edmonton)
- \$2,000 (Four available in Calgary)
- Includes one team registration (four golfers)
- On-screen recognition throughout event
- Two social post before, during, or after event
- Company logo displayed on amta.ca event landing page
- Tee Box signage with company name and logo displayed at hole

Calgary
Golf Club
TBD
June 2025

Hole In One Sponsor

- \$2000 (Four available in Edmonton)
 - \$2000 (Four available in Calgary)
 - Includes one team registration (four golfers)
 - Lunch for two sponsor representatives
 - On-screen recognition throughout event
 - Two social post before, during, or after event
 - Company logo displayed on amta.ca event landing page
 - Tee Box signage with company name and logo displayed at hole
- *Prize insurance must be purchased and sent to AMTA by June 1, 2025

Edmonton
Golf Club
TBD
June 2025

By promoting your company at AMTA's annual golf tournaments, you're in an ideal position to generate leads with decision-makers within the commercial transportation industry.

Contest, Tradeshow Style, or Prize Hole Sponsor

- \$1,000 (Nine available in Edmonton)
- \$1,000 (Nine available in Calgary)

Women's Longest Drive (One available)

Men's Longest Drive (One available)

Closest to the Pin (One available)

Food and Alcohol Hole (Two available)

Contest Hole (Two available)

Tradeshow style Hole (Two available)

- Lunch for two sponsor representatives
- Emcee and on-screen recognition throughout event
- Two social post before, during, or after event
- Tee Box signage with company name and logo displayed at hole
- Company logo displayed on amta.ca event landing page

Contact:
Laurie Tod
780-395-7150
events@amta.ca

AMTA Driver Appreciation Days

September 2025

About Driver Appreciation Days

Celebrated as part of National Trucking Week in Canada, AMTA Driver Appreciation Days is a time when members, staff, volunteers, partners, and supporters express their appreciation – on behalf of all Albertans – to professional commercial drivers within the province. Volunteers are stationed at Commercial Vehicle Inspection Sites across Alberta and distribute gift bags to the drivers.

Why Sponsor

By promoting your company, you're in an ideal position to generate leads within the commercial transportation industry. AMTA offers a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals.

AMTA Driver Appreciation Days Sponsorships

Bag Sponsor

- **\$2,500 (One available)**
 - Company logo on all-sponsor signage at each event location
 - Recognized as a sponsor in Western Canada Highway News
 - Recognition on all marketing materials as "Bag Sponsor"
 - Opportunity to place one (1) sponsor-provided item in location driver bags
 - Sponsor logo printed on all Driver Appreciation Days driver bags
- *Sponsorship must be paid by July 20, 2025 to secure company logo on bags

Location Sponsor

- **\$1,000 (Six available)**
- Company logo on all-sponsor signage at each event location
- Opportunity to display Company signage at sponsorship location
- Opportunity to have up to three (3) volunteers at sponsorship location
- Recognized as a sponsor in Western Canada Highway News
- Recognition on all marketing materials as "Location Sponsor"
- Opportunity to place one (1) sponsor-provided item in location driver bags

Swag Sponsor - In Kind

- Company logo on all-sponsor signage at each event
- Place one sponsor-provided item in location driver bags
- Recognition on all marketing materials as "Swag Sponsor"