

CONNECT WITH **YOUR AUDIENCE**

NRMCA 2020 SPONSORSHIP GUIDE

BE SEEN WITH NRMCA SPONSORSHIP



PAVE  AHEAD
DURABLE. SUSTAINABLE. CONCRETE.

BUILD  WITH STRENGTH
A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

The Program



2020 Sponsorship Guide

Reaffirm your corporate brand and show your support for NRMCA by becoming a sponsor in 2020!

This year, NRMCA will host approximately 5,000 industry professionals attending the association's annual events, meetings, and expert education and training courses. From networking with colleagues from across the United States, to participating in numerous seminars and committee meetings, NRMCA attendees have returned to their businesses armed with new information and techniques to meet current and new business challenges.

The Benefits of Showcasing Your Company

Executives, board members, producers and other industry leaders come to NRMCA's events for new ideas, products and services to take their work to the next level. Our sponsorship packages allow companies ample opportunities to place their name and product right in front of the industry's senior ready mixed concrete professionals, cement and other concrete-segment personnel while getting the most efficient ROI.

As a sponsor, your company logo and/or name will appear at the association's most important events. At these venues, your sponsorship will be announced, featured on banners, printed on handouts, displayed during meals and breaks and showcased on other materials. In media, your logo will be linked to your website. **In 2020, be the first to sponsor NRMCA's newly-remodeled website – launching this spring.** These are sponsorship opportunities that will help connect you with NRMCA members in 2020. Sign up now and be part of a precisely-targeted media program that reaches the people you need to reach. It all adds up to a great investment with great return.

Sponsorships are limited and available on a first-come, first-served basis.

Be Noticed

NRMCA Sponsorships...the most efficient media choice for your advertising investments.



NRMCA's Website-NRMCA.org: The home to important industry information, it receives hundreds of thousands of hits annually. Sponsor logos now appear on other high-traffic pages as well as the home page.

NRMCA's Annual Convention: Where the industry's top movers and shakers mix it up. This year's sponsorship guide has more options for sponsorships at the Annual Convention:

- **Mobile Charging Station:** Your company's logo displayed on a Mobile Charging Station. This will be located near NRMCA's registration desk and/or outside of the NRMCA general session ballroom. Offering convention attendees a chance to charge their devices in a safe and secure manner.
- **USB Keys:** Your company's logo displayed on USB keys included in the registration welcome packet (sponsor provides artwork in accordance with deadlines). Sponsor logo will be printed on one side and the NRMCA logo will be printed on the other side.
- **OnArrival Registration Kiosk:** Your company's logo displayed around the iPads located at the registration desk. All convention attendees will check-in on iPads at the registration desk and will see your logo prominently displayed.
- **Spouse Hospitality Suite:** Your company's logo displayed inside and outside of the spouse/guest hospitality suite (sponsor provides artwork in accordance with deadlines).
- **Mobile App:** Your company's logo will be displayed on the header/banner of the event mobile application.

***NRMCA's ConcreteWorks:** NRMCA's ConcreteWorks is the venue where ready mixed concrete business, operations and promotion heavyweights convene to discuss the latest trends and advances.

- **OnArrival Registration Kiosk:** Your company's logo displayed around the iPads located at the registration desk. All convention attendees will check-in on iPads at the registration desk and will see your logo prominently displayed.
- **Spouse Hospitality Suite:** Your company's logo displayed inside and outside of the spouse/guest hospitality suite (sponsor provides artwork in accordance with deadlines).
- **Mobile App:** Your company's logo will be displayed on the header/banner of the event mobile application.
- ****USB Keys:** Your company's logo displayed on USB keys

included in the registration welcome packet (sponsor provides artwork in accordance with deadlines). Sponsor logo will be printed on one side and the NRMCA logo will be printed on the other side. *This exclusive sponsorship will open to all.*

- **Lanyards:** your company's logo displayed in conjunction with NRMCA's logo on event neck lanyards (sponsor provides artwork in accordance with deadlines). All convention attendees receive a neck lanyard with their name badge. Sponsor logo will be printed in conjunction with NRMCA's logo.
- **Wi-Fi:** Complimentary wireless internet is provided to conference attendees. Sponsoring Wi-Fi is an excellent opportunity for your company to increase its exposure outside of the exhibition hall. Sponsor receives naming rights for event Wi-Fi network connection and company logo on relevant signage.

***National Mixer Driver Championship:** Coming into its fifteenth year, and part of NRMCA's ConcreteWorks, the championship tests knowledge and skills and highlights the professionalism of mixer truck drivers.

NRMCA's Online Learning: NRMCA's online, computer-based distance learning program offers valuable continuing education credits to maintain licensure and certifications.

NRMCA's Training Courses: NRMCA offers a wide variety of education and training programs for concrete industry professionals. The seminars and workshops listed qualify for credit toward NRMCA's Certified Concrete Professional (CCPF) STEPS® program.

Industry Education Course Lanyards: New this year is an opportunity to get your company's logo in front of all attendees at NRMCA's education courses. NRMCA hosts 30+ industry education courses throughout the year for all levels of industry personnel. This exclusive sponsorship places your company's logo around the neck of every course attendee for the year. Sponsor logo will be printed in conjunction with NRMCA's logo. (Sponsor must provide artwork in accordance with deadlines.) **Note:** Annual Convention, NRMCA's ConcreteWorks, Build With Strength and ICF events are excluded.

**Due to the special nature of these events, sponsorship opportunities will be available with the National Mixer Driver*

Be Noticed

NRMCA Sponsorships...the most effective media choice for your advertising investments.



NRMCA Surveys: NRMCA conducts many annual surveys such as the Annual Mixer Driver Recruitment & Retention Survey which reports on retention rate, average age, tenure rate and internal job mobility. The survey also looks at turnover and reasons for termination as well as other reasons why mixer drivers quit. The Fleet Benchmarking Survey reports on maintenance costs, fleet age, fleet type and personnel levels for supporting fleets. The results are reported in *Concrete InFocus* magazine. The NRMCA Quality Survey is sponsored by the RES Committee. This survey has a quality measurement section which can be used to quantify the benefits of improved quality. A report of the survey results are also published in NRMCA's *Concrete InFocus* magazine. The Safety Benchmarking Survey is an annual safety statistics benchmarking survey. A primary goal of the survey is to collect injury and illness information so that member companies can have guidelines for comparison within the industry. The report from this survey will also serve to provide assistance to members with benchmarking systems already in place and to help those who may wish to implement benchmarking in their respective companies.

NRMCA Marketing Opportunities: Put your company directly in front of the nation's ready mixed concrete industry decision-makers with *Concrete InFocus* magazine, the annual NRMCA Membership Directory, NRMCA's weekly E-news or the Online Buyers' Guide. For advertising opportunities please contact Christine Ricci, Publication Director, Naylor, LLC, at 352-333-3356 or cricci@naylor.com.

Please note: Available sponsorship opportunities are subject to change. Should offered events be canceled, sponsors will be offered sponsorship in comparable events. Opportunities to sponsor new events, should they be scheduled, may also be offered.



Companies that have granted prior authorization to NRMCA's political program, CONCRETEPAC, will receive information regarding CONCRETEPAC Corporate Sponsorship opportunities for 2020. For more information on how your company can become a CONCRETEPAC Corporate Sponsor in 2020, contact Taylor Drzewicki via email, tdrzewicki@nrmca.org.

Package Pricing

SUPER

\$30,000

- ALL EVENTS
- ALL WEBSITES
- \$80,000 VALUE
- YOU SAVE 62%

GOLD

\$20,000

- CHOOSE EVENTS OR OTHER SPONSORSHIP OPPORTUNITIES WORTH UP TO \$40,000
- YOU SAVE 50%

SILVER

\$15,000

- CHOOSE EVENTS OR OTHER SPONSORSHIP OPPORTUNITIES WORTH UP TO \$25,000
- YOU SAVE 40%

BRONZE

\$10,000

- CHOOSE EVENTS OR OTHER SPONSORSHIP OPPORTUNITIES WORTH UP TO \$15,000
- YOU SAVE 33%

Registration Form

Choose opportunities by placing a ✓ next to the item you want to sponsor.

Sponsor Packages	Package Value	Member Price	✓
Super Sponsor Package: NRMCA.org website, ConcreteAnswers.org & Every Other Regular Offering, Save 62%	\$80,000+	\$30,000	
Gold Sponsor Package: Save 50%	\$40,000	\$20,000	
Silver Sponsor Package: Save 40%	\$25,000	\$15,000	
Bronze Sponsor Package: Save 33%	\$15,000	\$10,000	

NRMCA Events	Member	✓	Max. Sponsors Avail.
*National Mixer Driver Championship 2020	\$6,000		See brochure for more info.
*NRMCA’s ConcreteWorks 2020 Overall Event	\$5,000		2
NRMCA’s ConcreteWorks 2020 Spouse Hospitality Suite	\$2,000		4
NRMCA’s ConcreteWorks 2020 OnArrival Kiosk	\$8,500		2
NRMCA’s ConcreteWorks 2020 Wi-Fi	\$4,000		1
NRMCA’s ConcreteWorks 2020 Mobile App	\$4,000		1
NRMCA’s ConcreteWorks 2020 USB Keys	\$3,500		1
2020 Annual Convention Overall Event	\$5,000		4
2020 Annual Convention Spouse Hospitality Suite	\$2,000		4
2020 Annual Convention Mobile Charging Station	\$750		0
2020 Annual Convention USB Keys	\$3,500		1
2020 Annual Convention Mobile App	\$4,000		0
2020 Annual Convention OnArrival Registration Check-In Sponsor	\$10,000		1

Industry Training Courses	Member	✓	Max. Sponsors Avail.
All Industry Training Courses	\$12,500		4
Education Course Lanyards	\$5,000		1
Concrete Delivery Professional Certification (Online)	\$2,500		4
Certified Concrete Sales Professional 1 - 4	\$2,500		4
Online Safety Series	\$2,500		4
Online Environmental Series	\$2,500		4
Annual Short Course (Concrete Technologist Training & Certification)	\$2,500		4
Regional Short Course (Concrete Technologist Training & Certification)	\$2,500		4
Plant Manager Certification Course	\$2,000		4
Dispatcher Training Forum	\$2,000		4
Developing Industry Leaders Year 1 & Year 2 Workshops	\$2,000		3
NRMCA Safety Certification Course	\$1,000		4
Environmental Certification Course	\$1,000		4
Durability Course	\$1,000		4
Financial Management for Non-Financial Manager	\$1,000		4
Effective RMC Supervisor	\$1,000		4
Fleet Manager Certification Course	\$1,000		4

**Due to the special nature of these events, sponsorship opportunities will be available with the National Mixer Driver Championship Sponsorship Program Guide.*

NRMCA Website	Member	✓	Max. Sponsors Avail.
NRMCA Website Home Page	\$10,000		3

NRMCA Contest & Surveys	Member	✓	Max. Sponsors Avail.
All NRMCA Contest & Surveys	\$12,500		4
Annual Safety Contest	\$2,500		4
Fleet Benchmarking Survey	\$2,500		3
Mixer Driver Recruitment & Retention Survey	\$2,500		4
NRMCA Quality Survey	\$2,500		4
Safety Benchmarking Survey	\$2,500		4
Regulatory Enforcement Survey	\$2,500		4

External Education for Engineers & Architects	Member	✓	Max. Sponsors Avail.
All External Education	\$1,500		4
Handling Concrete Specifications	\$1,000		3
Improving Concrete Quality	\$1,000		3
Enter a-la-Carte Total Here... ➡			

Plus, reach any sponsor package level and that sponsor level of savings applies to any incremental a-la-carte costs.

Grand Total \$

NRMCA would be happy to design a custom sponsorship package to meet your needs.
Contact Jacques Jenkins at 703-706-4865 or via e-mail at jjenkins@nrmca.org to discuss how we can work together.

Sponsor Information

Contact Name:

Company Name:

Company Address

Company Billing Contact (if different than the contact name listed above):

Phone: E-mail:

☐ Send me an invoice (members only) ☐ bill my credit card

☐ VISA ☐ Master Card ☐ American Express

Credit Card Number:

Exp. Date: CVV#:

Card Holder Signature:

Hurry, sponsorships are sold on a first-come, first-served basis.
Email or fax this form to Jacques Jenkins: jjenkins@nrmca.org, fax: 703-706-4809
For more information, call Jacques Jenkins at 703-706-4865 or e-mail at jjenkins@nrmca.org



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