



NRMCA SPONSORSHIP OPPORTUNITIES 2021

**Resilient
Innovative
Essential
Concrete**

**NRMCA's
2021
Annual
Convention**
March 2-3, 2021



For more information contact Jacques Jenkins at jjenkins@nrmca.org

The Sponsorship Program



2021 Sponsorship Guide

Reaffirm your corporate brand and show your support for NRMCA by becoming a sponsor in 2021!

This year, NRMCA will host virtual events, meetings, expert education and training courses. From networking with colleagues from across the United States to participating in numerous online seminars and committee meetings, NRMCA attendees can bring to their businesses new information and techniques to meet current and new challenges.

The Benefits of Showcasing Your Company

Executives, board members, producers and other industry leaders attend 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 online and physical 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. These are sponsorship opportunities that will help connect you with NRMCA members in 2021. 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.



Companies that have granted prior authorization to NRMCA's political program, *CONCRETEPAC*, will receive information regarding *CONCRETEPAC* Corporate Sponsorship opportunities for 2021. For more information how your company can become a *CONCRETEPAC* Corporate Sponsor in 2021, contact Taylor Drzewicki via e-mail, tdrzewicki@nrmca.org.

Sponsor Package Pricing

SUPER
\$35,000

- ALL MAJOR EVENTS
- ALL PROFESSIONAL DEVELOPMENT COURSES
- ALL ONLINE TRAINING
- NRMCA.org WEBSITE
- ALL SURVEYS
- ALL EXTERNAL EDUCATION
- BOOTS ON THE HILL SPONSOR
- \$63,000 VALUE
- YOU SAVE OVER 50%

GOLD
\$25,000

- CHOOSE EVENTS OR OTHER SPONSORSHIP OPPORTUNITIES WORTH UP TO \$40,000
- YOU SAVE OVER 37%

SILVER
\$20,000

- CHOOSE EVENTS OR OTHER SPONSORSHIP OPPORTUNITIES WORTH UP TO \$30,000
- YOU SAVE OVER 33%


BRONZE
\$15,000

- CHOOSE EVENTS OR OTHER SPONSORSHIP OPPORTUNITIES WORTH UP TO \$20,000
- YOU SAVE OVER 25%


Registration Form

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

Select Events Equal to the Package Value and Pay Member Price

Sponsor Packages	Package Value	Member Price	
Super Sponsor Package: Save 50%	\$63,000+	\$35,000	
Gold Sponsor Package: Save 37%	\$40,000	\$25,000	
Silver Sponsor Package: Save 33%	\$30,000	\$20,000	
Bronze Sponsor Package: Save 25%	\$20,000	\$15,000	

NRMCA Major Events - Super Sponsor Package	Member		Opportunities Available
NRMCA's Annual Convention 2021 (Premier Sponsor) <ul style="list-style-type: none"> Recognition as a premier sponsor on the registration website, conference platform, social media and event marketing e-mails. Verbal recognition throughout live event. Recognition on the sponsors' page where you can post company resources (i.e., PDF brochures, recorded content) and highlight company representatives. Pre-show and post-show registration list. Post-event data metrics of attendees' interaction with sponsoring company. 	\$5,000		Sold Out

NRMCA Events Sponsorship	Member		Opportunities Available
2021 Annual Convention Registration Website Sponsor <ul style="list-style-type: none"> Recognition as a Conference Website Sponsor. Recognition on the sponsors' page where you can post company resources (i.e., PDF brochures, recorded content) and highlight company representatives. Pre-show and post-show registration list. Post-event data metrics of attendees' interaction with sponsoring company. 	\$2,000		Sold Out
2021 Annual Convention Conference Website Sponsorship <ul style="list-style-type: none"> Recognition as a premier sponsor on the conference website, social media and event marketing e-mails. Recognition on the sponsors' page where you can post company resources (i.e., PDF brochures, recorded content) and highlight company representatives. Pre-show and post-show registration list. Post-event data metrics of attendees' interaction with sponsoring company. 	\$4,000		Sold Out
2021 Annual Convention Opening General Session Keynote Speaker Sponsor <ul style="list-style-type: none"> Recognition as a keynote sponsor on the registration website, conference website, social media and event marketing e-mails. Company profile video up to one (1) minute that will run prior to the sponsored general session. Pre-show and post-show registration list. Recognition on the holding slide displayed before general session begins. Post-event data metrics of attendees' interaction with sponsoring company. 	\$4,500		Sold Out
2021 Annual Convention Closing General Session Keynote Speaker Sponsor <ul style="list-style-type: none"> For details see opening general session above. 	\$4,500		Sold Out
2021 Annual Convention Break Sponsor <ul style="list-style-type: none"> Recognition as a break sponsor on the conference website and event marketing e-mails. Recognition within the slides shown during the break. Pre-show and post-show registration list; Post-event data metrics of attendees' interaction with sponsoring company. 	\$750		Sold Out
2021 Annual Convention Attendee Gift Sponsor <ul style="list-style-type: none"> NRMCA Attendee gift jointly branded with sponsor's logo sent to conference attendees in advance of the event. Verbal recognition of gift and thank you during the event. Recognition as a sponsor on the conference website. Pre-show and post-show registration list. 	\$7,500		Sold Out

NRMCA Events Sponsorship	Member	✓	Opportunities Available
NRMCA's ConcreteWorks 2021 (Premier Sponsor)	\$7,000		Sold Out
National Mixer Driver Championship 2021 *See page 8 for more details			
NRMCA's ConcreteWorks 2021 Spouse Hospitality Suite *Subject to change	\$2,500		4 3 Remain
NRMCA's ConcreteWorks 2021 Event Mobile App *Subject to change <ul style="list-style-type: none"> Your logo will reach all attendees as they navigate the expo hall, plan their education schedule and attend special events. 	\$4,500		1
NRMCA's ConcreteWorks 2021 Opening General Session Speaker Sponsor <ul style="list-style-type: none"> Recognition as a keynote sponsor on the registration website, conference website, social media and event marketing e-mails. Company profile video up to one (1) minute that will run prior to the sponsored general session. Pre-show and post-show registration list. Recognition on the holding slide displayed before general session begins. Post-event data metrics of attendees' interaction with sponsoring company. 	\$4,500		Sold Out
NRMCA's ConcreteWorks 2021 Branded Hotel Room Keys <ul style="list-style-type: none"> Keep your brand top-of mind with custom guest room keycards for ConcreteWorks attendees. *The sponsor provides print-ready artwork. 	\$8,000		Sold Out
NRMCA's ConcreteWorks 2021 Lanyards <ul style="list-style-type: none"> Put your logo around the necks of all attendees at the show! A great way to brand your company: a walking banner! 	\$3,500		Sold Out
Social Media Campaign Sponsor <ul style="list-style-type: none"> An all-inclusive social media marketing package to help you engage with our audience, both prior to the event to gain exposure and live at the event. Includes three social media posts each on Twitter, Facebook and LinkedIn. 	\$1,000		3 2 Remain

Industry-Wide Events	Member	✓	Opportunities Available
2021 Global Concrete Summit - Platinum Sponsor	\$10,000		Unlimited
2021 Global Concrete Summit - Gold Sponsor	\$5,000		Unlimited
2021 Global Concrete Summit - Silver Sponsor	\$2,500		Unlimited

Industry Outreach and Communication	Member	✓	Opportunities Available
National Concrete Credentials Podcast 2021 Sponsor (full-year sponsorship)	\$25,000		Unlimited

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.

NRMCA Professional Development Courses - Super Sponsor Selection	Member	✓	Opportunities Available
All Professional Development Courses	\$18,000		8 7 remain
NRMCA's Plant Manager Certification Course	\$2,500		8
NRMCA's Think First Safety Certification Course	\$2,500		8
NRMCA's Environmental Certification Course	\$2,500		8
NRMCA's Annual Short Course	\$2,500		8
NRMCA's Dispatcher Training Forum	\$2,500		8
NRMCA's Durability Course	\$2,500		8
NRMCA's Developing Industry Leaders Year 1 & Year 2 Workshops	\$2,000		8
NRMCA's Think Like an Owner Course	\$2,000		8

NRMCA Online Training - Super Sponsor Selection	Member	✓	Opportunities Available
All Industry Online Training	\$5,000		8 7 remain
CDP Online Training	\$2,000		8
Online Safety Training	\$2,000		8
Online Environmental Training	\$2,000		8

NRMCA Website - Super Sponsor Selection	Member	✓	Opportunities Available
NRMCA Website Homepage	\$15,000		4 3 remain

External Education for Code Officials, AHJ's, Engineers & Architects - Super Sponsor Selection	Member	✓	Opportunities Available
All External Education for Code Officials, AHJ's, Engineers & Architects	\$5,000		8 7 remain
Fire Safety/Resiliency/Sustainability	\$2,000		8
Handling Concrete Specifications	\$2,000		8
Improving Concrete Quality	\$2,000		8

NRMCA Surveys - Super Sponsor Selection	Member	✓	Opportunities Available
All Surveys	\$4,000		8 7 remain
Annual Think First Safety Contest and Benchmarking Survey	\$1,500		8
Fleet Benchmarking Survey	\$1,500		8
Mixer Driver Recruitment & Retention Survey	\$1,500		8

Boots on the Hill - Super Sponsor Selection	Member	✓	Opportunities Available
Boots on the Hill Sponsor <ul style="list-style-type: none"> Help strengthen concrete's visibility on Capitol Hill with sponsorship of NRMCA Hill Days and industry fly-ins as well as our grassroots advocacy platform where members can easily send letters to their Members of Congress. 	\$1,000		Unlimited

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

Grand Total \$



Sponsor Information

Contact Name: _____

Company Name: _____

Company Address: _____

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

Phone: _____ E-mail: _____

PLEASE COMPLETE YOUR PAYMENT INFORMATION

Method of Payment (all funds must be in U.S. dollars):

☐ **Check**

Check enclosed* # _____ (make checks payable to NRMCA or the National Ready Mixed Concrete Association and remit payment to **PO Box 79433, Baltimore, MD 21279-0433**)

☐ **ACH or Wire Payment**

For ACH or Wire Payment instructions, please contact accounting@nrmca.org.

Hurry, sponsorships are sold on a first-come, first-served basis.
E-mail or fax this form to Jacques Jenkins: jjenkins@nrmca.org, fax: 703-706-4809

NRMCA'S NATIONAL MIXER DRIVER CHAMPIONSHIP



Get an early start on NRMCA's National Mixer Driver Championship sponsorship!

Saturday, October 2, 2021 Kissimmee, FL

Day of Event Sponsorships

Check boxes for all items you wish to purchase.

☐ 15th Anniversary Special Event Sponsor \$15,000 | **Sold Out**

Submission deadline May 1, 2021

- Logoed sleeve on all course barrels (approx. 150)
- Company logo on all relevant signage

☐ Event Sponsor \$6,000 | **5 Sold Out**

- Sponsor the National Mixer Driver Championship!
- Company logo on all relevant signage.
- Verbal recognition during the Mixer Driver Championship.

☐ Challenges \$700 | **13 Sold Out**

- The drivers will showcase their skills at the individual challenges—which one do you want to claim?
- Company logo on a “teardrop flag banner” at a driver challenge. Either the Sponsor or NRMCA will select the challenge. (Flag banner is full-color, approximately 9' high).

☐ Breakfast/Lunch of Champions \$4,000 | **5 Sold Out**

- Participants and supporters will need refuelling—buy breakfast/lunch for everyone!
- Company logo on relevant signage.
- Company logo branded on packaging.
- Verbal recognition from the master of ceremonies.

☐ Beverage Station \$3,000 | **3 Sold Out**

- Our beverage station will keep everyone hydrated!
- Company logo displayed at all beverage stations.
- Company logo branded on packaging.
- Verbal recognition from the master of ceremonies.

☐ Golf Carts \$1,500 | **4 Sold Out**

- They may not have much horsepower, but the golf carts get the job done—transporting judges and officials around the course.
- Company logo displayed on golf cart(s) used during the event.
- Verbal recognition from the master of ceremonies.

☐ DJ \$1,000 | **2 available**

- The DJ will keep the energy going!
- Company logo displayed at DJ table.
- Verbal recognition from the master of ceremonies.

☐ Tent \$6,000 | **2 Sold Out** | Submission deadline May 1, 2021

- Protecting the attendees from the elements will get your support from all those involved!
- Company logo displayed in and around tent.
- Verbal recognition from the master of ceremonies.

☐ Entertainment and Activities \$500 | **5 3 remain**

- What's a family-friendly event without fun activities for the drivers' supporters and families?
- Company logo on relevant signage.
- Verbal recognition from the master of ceremonies.
- Games and toys.

Pre- & Post-Event Sponsorships

☐ Driver Briefing \$2,000 | **2 available**

- Be the company the drivers see first when they check in for their briefing and course walk-through.
- Company logo on relevant signage.
- Verbal recognition from the master of ceremonies.

☐ Driver Position Reception \$3,500 | **5 3 remain**

- The drivers learn their fate—and get their starting position for the Championship!
- Company logo on relevant signage.
- Verbal recognition from the master of ceremonies.

☐ Awards Banquet \$6,000 | **5 2 remain**

- Honoring hard work and dedication is what this event's all about—let's roll out the red carpet!
- Company logo on all relevant signage.
- Verbal recognition from the master of ceremonies.
- (1) reserved table for your company (table seats 10 people).

Just for the Drivers, their Families & Judges

Check boxes for all items you wish to purchase.

☐ **Driver Shirt Sleeves** \$3,000 | 2 **Sold Out**

- Company logo on one sleeve of drivers' shirts.

☐ **Drivers' Hats** \$2,500 | 2 **Sold Out**

- Company logo on one side of all drivers' hats.

☐ **Drivers' Bags** \$3,000 | **Sold Out** available

- Company logo on all drivers' bags.

☐ **Judges' Hats** \$3,000 | 2 **Sold Out**

- Company logo on top back of all judge's hats.

☐ **Driver Tour** \$1,000 | 4 available

- This is a special event just for the drivers and their families.
- Company logo displayed on event buses and all relevant signage.
- Verbal recognition at event.

☐ **Driver Spouse Appreciation** \$500 | 5 available

- Behind every great driver is a supportive spouse and family—show your support for those that support our drivers!
- Company logo on relevant signage.
- Verbal recognition from the master of ceremonies.
- Branded roses presented to drivers' spouses at the Awards Banquet.
- A special welcome gift provided at registration check-in.

☐ **Drivers' Recognition Banner** \$500 | 1 per driver

- Company logo and driver picture/name displayed on 3.5'x5' banner.

☐ **In-Kind Items Donations (swag)**

- Add on to any Championship Sponsorship—company to provide a minimum of 125 logoed items to be included for driver appreciation in each driver's bag.

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Company Name: _____

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