

SHOWCASE YOUR COMPANY!

NRMCA 2024 SPONSORSHIP PROSPECTUS

WWW.NRMCA.ORG



SPONSORSHIP PACKAGES

Reaffirm your corporate brand and show your support
for NRMCA by becoming a sponsor in 2024!

This year, NRMCA will host virtual events, meetings, and 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 products 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 online media, your logo will be linked to your website. These are sponsorship opportunities that will help connect you with NRMCA members in 2024. 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. NRMCA reserves the right to adjust sponsorship offerings.



Companies that have granted prior authorization to NRMCA's political program, CONCRETEPAC, will receive information regarding CONCRETEPAC Corporate Sponsorship opportunities for 2024. For more information how your company can become a CONCRETEPAC Corporate Sponsor in 2024, contact Heather Houck (hhouck@nrmca.org) or Andrew Tyrrell (atyrrell@nrmca.org).



NATIONAL MIXER DRIVER CHAMPIONSHIP 2024 SPONSORSHIP

The NRMCA Safety, Operations and Environmental (SEO) Committee programs the National Mixer Driver Championship around a written exam, Driving Course challenge where participants are scored on their front discharge or rear discharge vehicle operating skills, and Driver Ability challenge, gauging performance in vehicle walk around and delivery ticket inspections, reaction time test and chute maneuvers from behind the wheel. Last year's 101-member field marked a record for an event now in its 19th year. The SEO Committee opens National Mixer Driver Championship applications in late spring, primary candidates include winners of producer member internal driving competitions or those of NRMCA State Affiliate events.

NRMCA'S NATIONAL MIXER DRIVER CHAMPIONSHIP



For 2024 National Mixer Driver Championship sponsorship offerings, please see page 16 or visit our website at www.nrmca.org.



OUR PACKAGES

Select Events Equal to the Package Value and Pay the Member Price

BRONZE

PACKAGE VALUE
\$20,000
MEMBER PRICE
\$15,000

Savings of 25% off the package value.

Choose event(s) or other sponsorship opportunities worth up to \$20,000.



yes please!

SILVER

PACKAGE VALUE
\$30,000
MEMBER PRICE
\$20,000

Savings of 34% off the package value.

Choose event(s) or other sponsorship opportunities worth up to \$30,000.



yes please!

GOLD

PACKAGE VALUE
\$40,000
MEMBER PRICE
\$25,000

Savings of 36% off the package value.

Choose event(s) or other sponsorship opportunities worth up to \$40,000.



yes please!

Check boxes for all items you wish to purchase.

National Mixer Driver Championship (NMDC) opportunities are **not** included in the sponsorship packages.



SUPER SPONSOR PACKAGE

PACKAGE VALUE \$56,000

MEMBER PRICE \$35,000

- SAVINGS OF 38% OFF THE PACKAGE VALUE.
- NRMCA 2024 ANNUAL CONVENTION.
- NRMCA'S CONCRETEWORKS 2024.
- ALL PROFESSIONAL DEVELOPMENT COURSES.
- NRMCA.ORG WEBSITE.
- ALL CONTEST & SURVEYS.
- ALL EXTERNAL EDUCATION.

Super Sponsor packages do not include any of the National Mixer Driver Championship (NMDC) sponsorship opportunities. To contribute to the In-Kind Donations, companies must sponsor at least one of the NMDC selections.



yes please!

NRMCA'S 2024 ANNUAL CONVENTION



NRMCA's 2024 Annual Convention Premier Sponsor \$9,000

2 Remain ☐

- Recognition as an Annual Convention Premier Sponsor on the registration website, social media and event marketing e-mails.
- Verbal recognition throughout the live event.
- Recognition on the sponsor's webpage.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Opening General Session Sponsor \$6,500

SOLD OUT ☐

- Recognition as an NRMCA General Session Sponsor on the registration website, social media and event marketing emails.
- Company profile video up to one (1) minute that will run at the start of the sponsored general session.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Closing General Session Sponsor \$6,500

SOLD OUT ☐

- Recognition as an NRMCA General Session Sponsor on the registration website, social media and event marketing emails.
- Company profile video up to one (1) minute that will run at the start of the sponsored general session.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Hotel Key Cards** \$6,000

SOLD OUT ☐

- Put your company logo in the hands of every NRMCA attendee staying at the convention hotel.
- Artwork must be received no later than January 26, and the host hotel will have the final approval of the image.
- Pre-show and post-show registration list.

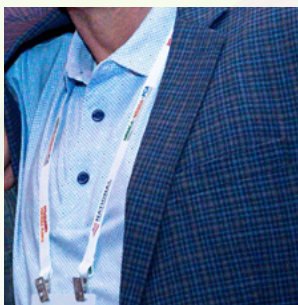




NRMCA's 2024 Annual Convention Badges** \$5,000

SOLD OUT ☐

- Your company will be branded on the back of the convention badges.
- Badges will be distributed at registration.
- Artwork must be received no later than January 26.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Lanyards** \$5,000

SOLD OUT ☐

- Every attendee will receive a branded lanyard with your company logo on it.
- Lanyards will be distributed with the badges at registration.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Chairman's Welcome Reception Sponsor \$4,500

1 Remaining ☐

- While attendees network during the reception your company logo will be displayed in the reception room and verbal recognition given throughout the event.
- Sponsor logos branded on reception cocktail napkins.
- Sponsors can provide company information, product information, company swag, etc. on sponsor table.
- Recognition on sponsors' webpage.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Networking Reception Sponsor \$4,500

2 Available ☐

- While attendees' network during the reception your company logo will be displayed in the reception room and verbal recognition given throughout the event.
- Sponsor logos branded on reception cocktail napkins.
- Sponsors can provide company information, product information, company swag, etc. on sponsor table.
- Recognition on sponsors' webpage.
- Pre-show and post-show registration list.

Check boxes for all items you wish to purchase.



NRMCA's 2024 Annual Convention Branded Water Bottles** \$4,500

SOLD OUT ☐

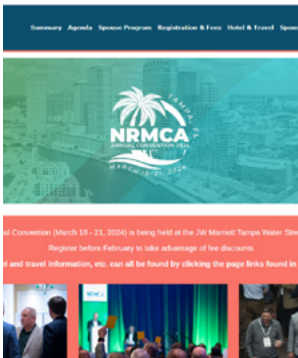
- 'Go Green' and supply each conference attendee with a company branded reusable sponsored water bottle.
- Water bottles will be distributed at registration.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Attendee Welcome Bags** \$4,000

SOLD OUT ☐

- Your company brand will be prominently displayed on every bag distributed at registration.
- Opportunity to provide literature for attendee welcome bags (literature may not have pricing information and must be approved by NRMCA).
- Artwork must be received no later than January 26.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Registration Website Sponsor** \$3,500

3 Available ☐

- Your company logo will be displayed on the registration website and event marketing emails. (Companies that sponsor early receive maximum exposure leading up to the event).
- Companies will receive recognition on the sponsors' webpage.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Full-Page Advertisement in Conference Program** \$3,500

3 Available ☐

- Receive a full-page interior display ad in the conference program which is distributed to all attendees.
- Use the following specs for the full-page advertisement: brochure size TBD but must be formatted in EPS or PDF, 300 dpi, with embedded fonts or fonts converted to outlines in the case of EPS files. (No MS Publisher or graphics in Word documents can be accepted.) Advertisements must be received no later than February 1.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Mobile App** \$3,000

1 Available ☐

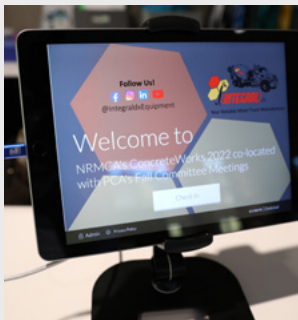
- NRMCA's ConcreteWorks 2024 information right at your fingertips! This downloadable mobile app will provide an enhanced experience for all attendees with detailed schedules, session descriptions and more. Have your banner ad on the app and link to your company's website as well as a custom page for company info.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Spouse/Guest Lounge \$2,500

2 Available ☐

- Provide a quiet and comfortable space for attendees to take a break, check e-mails, network and recharge.
- Company logos displayed at the entrance and throughout the lounge room.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Registration Check-In Kiosk** \$1,500

3 Remain ☐

- Your company logo will be branded on one of the four event registration check-in kiosks as attendees check-in at registration.
- Artwork is due January 26, and specs will be given by NRMCA.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Notepads & Pens \$1,500

1 Available ☐

- Reinforce your brand with attendees by providing sponsor-branded notepads & pens that attendees can use to take notes.
- Sponsor to provide notepads & pens. Minimum quantity should be 750 units each.
- Pre-show and post-show registration list.



NRMCA's 2024 Annual Convention Water Cooler Station Branding \$750

SOLD OUT ☐

- All attendees will see your company branding on water cooler stations within NRMCA's designated meeting space.
- Pre-show and post-show registration list.

****Time sensitive items which require printing have deadlines which may be subject to change and logos/graphics should be supplied at least one (1) month in advance of these deadlines.**

NRMCA'S CONCRETEWORKS 2024



NRMCA's ConcreteWorks 2024 Premier Sponsor \$10,000

SOLD OUT ☐

- Recognition as an ConcreteWorks 2024 Premier Sponsor on the registration website, social media and event marketing e-mails.
- Verbal recognition throughout the live event.
- Recognition on the sponsor's webpage.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 General Session Sponsor \$8,500

SOLD OUT ☐

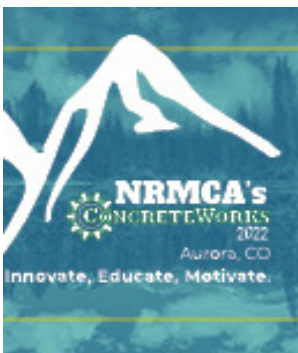
- Recognition as an NRMCA General Session Sponsor on the registration website, social media and event marketing emails.
- Company profile video up to one (1) minute that will run at the start of the sponsored general session.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Branded Water Bottles** \$7,500

SOLD OUT ☐

- 'Go Green' ad supply each conference attendee with a reusable sponsored water bottle.
- Water bottles will be distributed at registration.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Hotel Key Cards** \$7,000

1 Available ☐

- Put your company logo in the hands of every NRMCA attendee staying at the convention hotel.
- Artwork must be received no later than August 9, and the host hotel will have the final approval of the image.
- Pre-show and post-show registration list.





NRMCA's ConcreteWorks 2024 Lanyards**

\$7,000

SOLD OUT ☐

- Every attendee will receive a branded lanyard with your company logo on it.
- Lanyards will be distributed with the badges at registration.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Chairman's Welcome Reception Sponsor \$6,500

4 Available ☐

- While attendees network during the reception your company logo will be displayed in the reception room with verbal recognition given throughout the event.
- Recognition on sponsors' webpage.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Badges**

\$6,000

SOLD OUT ☐

- Your company logo will be branded on the back of the convention badge.
- Badges will be distributed at registration.
- Artwork must be received no later than August 9.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Attendee Welcome Bags** \$5,500

1 Available ☐

- Your company brand will be prominently displayed on every bag distributed at registration.
- Opportunity to provide literature for attendee welcome bags (literature may not have pricing information and must be approved by NRMCA).
- Artwork must be received no later than August 9.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Registration Website Sponsor** \$4,000

2 Remain ☐

- Your company logo will be displayed on the registration website and event marketing emails. (Companies that sponsor early receive maximum exposure leading up to the event).
- Companies will receive recognition on the sponsors' webpage.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Full-Page Advertisement in Conference Program** \$4,000

2 Remain



- Receive a full-page interior display ad in the conference program which is distributed to all attendees.
- Full-page advertisement specs: brochure size TBD, formatted in EPS or PDF, 300 dpi, fonts converted to outlines. (No MS Publisher or graphics in Word documents can be accepted.) Advertisements must be received no later than August 15.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Mobile App** \$3,500

1 Available



- NRMCA's ConcreteWorks 2024 information right at your fingertips! Have your banner ad on the app and link to your company's website as well as a custom page for company info.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Relax & Recharge Area \$3,000

2 Available



- Provide a quiet and comfortable space for attendees to take a break, check e-mails, network and recharge.
- Company logos displayed at the entrance and throughout the lounge room.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Registration Check-In Kiosk** \$2,500

2 Remain



- Your company logo will be branded and seen by all attendees on one of the five event registration check-in kiosks.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Chatbot Sponsorship \$2,500

1 Available



- A dynamic and intelligent tool designed to enhance attendee engagement and streamline interactions. The chatbot will reside on the event website.
- Chatbot will note "Sponsored by" as it responds to attendees questions.



NRMCA's ConcreteWorks 2024 Notepads & Pens

\$2,500

SOLD OUT ☐

- Reinforce your brand with attendees by providing branded notepads & pens.
- Sponsor to provide notepads & pens. Minimum of 750 units each.
- Pre-show and post-show registration list.



NRMCA's ConcreteWorks 2024 Water Cooler Station

Branding \$850

SOLD OUT ☐

- All attendees will see your company branding on water cooler stations within NRMCA's designated meeting space.
- Pre-show and post-show registration list.

****Time sensitive items which require printing have deadlines which may be subject to change and logos/graphics should be supplied at least one (1) month in advance of these deadlines.**

NRMCA'S CONCRETEWORKS 2024 EDUCATION TRACK SESSIONS

Recognition on holding slides and verbal recognition at the beginning of each educational session within your chosen track.

1

BUSINESS PROMOTION TRACK

\$1,000 | 3 Remain ☐

2

CONCRETE PROMOTION TRACK

\$1,000 | 1 Remaining ☐

3

CONCRETE TECHNOLOGY TRACK **SOLD OUT**

\$1,000 | 4 Available ☐

4

SAFETY, ENVIRONMENTAL & OPERATIONS (SEO) TRACK

\$1,000 | 4 Available ☐

5

WORKFORCE DEVELOPMENT TRACK

\$1,000 | 3 Remain ☐



NRMCA EDUCATION COURSES

In 2023 over 1,300 RMC professionals attended an NRMCA course.

ALL NRMCA PROFESSIONAL COURSES

\$20,000 — FOR ALL COURSES



- Company recognition on holding slides and verbal recognition at the beginning of each course.
- Sponsor logo prominently displayed on course registration webpage.
- Recognition on NRMCA social media.

☐ NRMCA's Advanced Dispatcher Management & Leadership Course -
\$2,500 – 4 Available

☐ NRMCA's CCSP Modules (1 - 4) -
\$2,500 – 4 Available

☐ NRMCA's Effective RMC Supervisor Course -
\$2,500 – 4 Available

☐ NRMCA's Environmental Certification Course -
\$2,500 – 4 Available

☐ NRMCA's Dispatcher Training Course -
\$2,500 – 4 Available

☐ NRMCA's Durability Course -
\$2,500 – 4 Available

☐ NRMCA's Plant Manager Course -
\$2,500 – 4 Available

☐ NRMCA's Technical Short Course -
\$2,500 – 4 Available

☐ NRMCA's Think First Safety Course -
\$2,500 – 4 Available

☐ NRMCA's Think Like an Owner Course -
\$2,500 – 4 Available

Check boxes for all items you wish to purchase.

NRMCA'S EXTERNAL EDUCATION FOR CODE OFFICIALS, AHJ'S, ENGINEERS & ARCHITECTS

☐ \$4,000
FOR ALL EXTERNAL COURSES

- Company recognition on holding slides and verbal recognition at the beginning of each course.
- Sponsor logo prominently displayed on course registration webpage.
- Recognition on NRMCA social media.

NRMCA's Handling Concrete Specs., Low Strength Problems and Mixture Submittals

☐ \$2,500 – 4 Available

NRMCA's Improving Concrete Quality

☐ \$2,500 – 4 Available

NRMCA'S CONTEST & SURVEYS

☐ \$3,000
FOR ALL CONTEST & SURVEYS

- Sponsored logo displayed on survey page.
- Recognition on NRMCA's social media.

☐ NRMCA's Annual Think First Safety Contest
\$2,000 – 4 Available

☐ NRMCA's Fleet Benchmarking Survey
\$2,000 – 4 Available

NRMCA WEBSITE

☐ \$10,000
4 AVAILABLE

Over 40,000 people clicked on NRMCA's website in 2023, including executives, board members, producers and other industry leaders who look to NRMCA to provide the most up-to-date industry news, upcoming events, courses, new products and services.

- Company logo will be displayed on NRMCA's homepage.

NRMCA'S NATIONAL MIXER DRIVER CHAMPIONSHIP

DAY OF EVENT SPONSORSHIPS

Check boxes for all items you wish to purchase.

☐ Event Sponsor \$8,500 | 4 Remain

- Sponsor the National Mixer Driver Championship!
- Company logo on a “feather flag banner” placed at entrance to skills course.
- Company logo on all relevant signage.
- Verbal recognition during all Mixer Driver Championship activities.

****Logo graphics for flag sails have a deadline of August 15.**

☐ Center Course Tent \$6,000 | 2 Available**

- 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.

****Logo graphics for tent have a deadline of June 1st.**

☐ Breakfast/Lunch of Champions \$4,000 | 3 Available**

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

☐ Champion Beverage Station \$3,000 | 1 Remaining

- 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.

☐ Announcement/DJ Station \$2,000 | 1 Remaining

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

☐ Golf Carts \$1,500 | 4 Available**

- 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.

☐ Course Challenges \$800 | 22 Remain**

- 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.)

****Logo graphics for flag sails have a deadline of August 15.**

☐ Entertainment and Activities \$500 | 5 Available

- Fun for everyone!
- Company logo on relevant signage.
- Verbal recognition from the master of ceremonies.
- Games and activities for attendees young and old.

☐ Course Perimeter Sponsor \$800 | 50 Available**

- Company logo on a “teardrop flag banner” around the perimeter of the driving course. (Flag banner is full-color, approximately 9’ high.)

****Logo graphics for flag sails have a deadline of August 15.**

PRE- & POST-EVENT SPONSORSHIPS

☐ Driver Awards Banquet \$7,000 | 3 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.
- One (1) reserved table for your company (table seats 10 people).

☐ Driver Position Reception \$5,000 | 6 Available

- 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.



JUST FOR THE DRIVERS, THEIR FAMILIES & JUDGES

☐ Driver Shirt Sleeves \$3,000 | **SOLD OUT****

- Company logo on one sleeve of drivers' shirts.

☐ Drivers' Hats \$3,000 | **SOLD OUT****

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

☐ Drivers' Bags \$3,000 | **SOLD OUT****

- Company logo on all drivers' bags.

☐ Judges' Hats \$3,000 | **1 Available****

- Company logo on top back of all judges' hats.

****Logo graphics for shirts, hats and bags have a deadline of August 1.**

☐ Driver Activity \$2,000 | **4 Available**

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

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

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

****Logo graphics for banners have a deadline of September 1.**

Check boxes for all items you wish to purchase.

☐ 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 gift presented to drivers' spouses at Awards Banquet.
- A special welcome gift provided at registration check-in.

☐ Company Street Sign \$500**

- Company name on a traditional green street sign (i.e. "Acme Concrete Road") and displayed within the skills course.
- Either the sponsor or NRMCA can select the location.

****Street signs sponsorship have a deadline of August 15.**

☐ In-Kind Items Donations (swag)

- Add on to any Championship Sponsorship—company to provide minimum of 125 logoed items to be included in driver's bags.

****Time sensitive items which require printing have deadlines which may be subject to change and graphics should be supplied at least a month in advance of these deadlines.**

SPONSOR IN

PLEASE COMPLETE YOUR INFORMATION BELOW:

Contact Name: _____

Company Name: _____

Company Address: _____

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

E-mail: _____ Phone: _____

PLEASE COMPLETE YOUR PAYMENT INFORMATION

Method of Payment (payment due at time of signup, 30 days for payment by check, 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 this form to Jacques Jenkins: jjenkins@nrmca.org

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.

FORMATION





NRMCA

66 Canal Center Plaza, Suite 250
Alexandria, VA 22314

