

# SPONSORSHIP PACKAGES

# Reaffirm your corporate brand and show your support for NRMCA by becoming a sponsor in 2025!

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 2025. 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 2025. For more information how your company can become a CONCRETEPAC Corporate Sponsor in 2025, contact Heather Houck (hhouck@nrmca.org) or Andrew Tyrrell (atyrrell(@nrmca.org).



# NATIONAL MIXER DRIVER CHAMPIONSHIP 2025 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.



For 2025 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.

## **SILVER**

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

Savings of 31% off the package value.

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

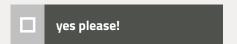
### **GOLD**

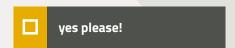
PACKAGE VALUE \$40,000 MEMBER PRICE \$25,000

Savings of 37% 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 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 CONCRETEWORKS 2025



# NRMCA's ConcreteWorks 2025 Elite Sponsor \$15,000

#### SOLD OUT [

- וטנ ב
- Recognition as an ConcreteWorks 2025 Elite Sponsor on the registration website, social media and event marketing e-mails.
   The earlier you commit the more exposure your brand receives!
- Verbal recognition throughout the live event.
- Recognition on the event registration website.
- Pre-show and post-show registration list.



# NRMCA's ConcreteWorks 2025 Lanyards\* \$12,500

#### 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 2025 Badges\* Exclusive: \$12,500 | Joint: \$8,000

# SOLD OUT | Exclusive Sponsorship One Company Brand on all Badges □

# Or Joint Sponsorship Two Company Logos Displayed on all Badges □

- Your company logo will be branded on the back of the convention badge.
- Badges will be distributed at registration.
- The deadline for the artwork will be provided at a later date.
- Pre-show and post-show registration list.



# NRMCA's ConcreteWorks 2025 General Session Sponsor \$10,000

#### 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 2025 BRANDED WATER BOTTLES SPONSOR CAN CHOOSE EITHER THE "FILL IT FORWARD" SUSTAINABLE BOTTLES OR ALUMINUM REUSABLE WATER BOTTLES

NEW!



#### 'Fill it Forward' Sustainable Water Bottles\* \$14,000

#### **SOLD OUT**

planet.

- When you choose to put your sponsorship dollars towards a "Fill it Forward" activation, you're choosing to help people and the
- Every conference attendee will receive your company branded sustainable "Fill it Forward" sponsored water bottle.
- Each bottle comes with technology to track the collective environmental impact of all attendees and report back on waste diverted.
- Water bottles will be distributed at registration.
- Pre-show and post-show registration list.

#### Aluminum Reusable Water Bottles\* \$8,000

#### **SOLD OUT**

- Supply each conference attendee with a company branded aluminum reusable water bottle.
- Water bottles will be distributed at registration.
- · Pre-show and post-show registration list.

# nnovate, Educate, Motivate

#### NRMCA's ConcreteWorks 2025 Hotel Key Cards\* \$9,000

#### **SOLD OUT**

- Put your company logo in the hands of every NRMCA attendee staying at the convention hotel.
- The deadline for the artwork will be provided at a later date, and the host hotel will have the final approval of the image.
- Pre-show and post-show registration list.



#### NRMCA's ConcreteWorks 2025 Chairman's Welcome Reception Sponsor \$8,000

#### 4 Available | 1 Remains

- While attendees network during the reception your company logo will be displayed with verbal recognition given throughout the event.
- Sponsor signage will be projected through a gobo.
- Recognition on event registration website.
- Pre-show and post-show registration list.



# NRMCA's ConcreteWorks 2025 Attendee Welcome Bags\* \$7,000

#### 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 info. & must be approved by NRMCA).
- The deadline for the artwork will be provided at a later date.
- Pre-show and post-show registration list.



# NRMCA's ConcreteWorks 2025 Mobile App\* \$7,000

#### SOLD OUT

- NRMCA's ConcreteWorks 2025 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.
- Push Notifications: Sponsor can send branded push notifications during the event for time-sensitive promotions.
- Pre-show and post-show registration list.



# NRMCA's ConcreteWorks 2025 Registration Check-In Kiosk\* \$6,000

#### 1 Available 🗆

- 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.



# ConcreteWorks Registration Website \$6,000

#### 5 Available | 4 Remain

- Your company logo will be displayed on the registration website and event marketing emails. (Sponsor early for max exposure!)
- Companies will receive recognition on the sponsors' webpage.
- Pre-show and post-show registration list.







# NRMCA's ConcreteWorks 2025 Relax & Recharge Area \$6,000

#### 1 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 2025 Water Cooler Station Branding \$6,000

#### 1 Available 🗆

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



#### NRMCA's ConcreteWorks 2025 Full-Page Advertisement in Conference Program\* \$5,500

#### 5 Available | 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.)
- Pre-show and post-show registration list.



# NRMCA's ConcreteWorks 2025 Notepads & Pens \$4,000

#### SOLD OUT

- Reinforce your brand with attendees by providing branded notepads & pens.
- Sponsor to provide notepads & pens. Minimum of 1,500 units each.
- Pre-show and post-show registration list.







# MORE SPONSORSHIP OPPORTUNITIES!

#### ■ NRMCA'S CONTEST & SURVEYS

#### \$12,000 FOR ALL CONTEST & SURVEYS

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

### □ NRMCA's Annual Think First Safety Survey \$5,000 - 5 Available

The primary goal of the survey is to collect injury and illness information so that member companies 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's Fleet Benchmarking Survey \$5,000 - 5 Available

This annual survey reports on maintenance costs, fleet age, fleet type and personnel levels for supporting fleets. The results are reported in *Concrete InFocus* magazine.

## NRMCA's Performance Benchmarking Survey \$5,000 - 4 Available

This survey is available for participation by all NRMCA producer members, with more than 180 member companies or divisions participating on an annual basis.

#### ■ CONCRETE CREDENTIALS PODCAST

#### \$15,000 10 Available

With more than 18,000 downloads, this podcast covers experts from the design, development, construction, and other industries who understand the many benefits of using concrete. Whether it's concrete's strength, durability, resilience, aesthetic quality, unrivaled sustainability and performance benefits, ease of use or cost-effectiveness.

- Sponsor able to record introduction to podcast.
- Sponsor logo on podcast webpage.
- Sponsors have the opportunity to propose new podcast topics! (Podcast topics must be approved by NRMCA).
- Promotion on social media channels.

#### ■ NRMCA WEBSITE

#### \$15,000 5 AVAILABLE

Over 55,000 people clicked on NRMCA's website in 2024, 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 throughout the website.

Check boxes for all items you wish to purchase.

NEW!



# SAFETY, ENVIRONMENTAL & OPERATIONS (SEO) COMMITTEE DEBOER MEETING SPONSOR

NEW!

- □ \$2,000 | 5 AVAILABLE
- RECOGNITION AT THE SEO COMMITTEE'S DEBOER SPRING MEETING
- SPONSOR VISIBILITY OVER A 2-DAY MEETING WITH THE INDUSTRY'S LEADING SAFETY, ENVIRONMENTAL AND OPERATIONS PROFESSIONALS
- VERBAL RECOGNITION THROUGHOUT THE EVENT, ALONG WITH COMPANY LOGO ON ALL PRINTED MATERIALS AND VISUAL MATERIALS
- MEETING WILL BE HELD AT THE BRAND-NEW NATIONAL MEDAL OF HONOR MUSEUM IN ARLINGTON, TX IN APRIL 2025

# **CONCRETE INNOVATIONS**

LEARNING CENTER | AWARD PROGRAM

# **2025 CONCRETE INNOVATIONS** SPONSORSHIP

NRMCA Concrete Innovations Learning Center brings practitioners, researchers, and policy makers together to exchange the latest innovations for sustainable concrete design, construction and manufacturing. The Awards Program recognizes outstanding achievements in concrete performance and sustainability. By becoming a sponsor for the Learning Center (webinars and LIVE events) and Award Program you will enhance your visibility and demonstrate your dedication to concrete innovation and sustainability. Your organization will be promoted in event marketing materials, website, e-mails, and social media.

**NEW CONCRETE INNOVATIONS LIVE** will bring the same great content of the webinars to sites all over the U.S. We are planning at least five LIVE events in 2025.

NEW!

## 4 CHOICES OF SPONSORSHIP

**PLATINUM** 

\$5.000

SPONSOR THE WEBINARS AND AWARDS (INCLUDES TWO **WEBINAR PRESENTATIONS**)

yes please!

PLATINUM + LIVE

\$10,000

SPONSOR THE WEBINARS. AWARDS, AND LIVE EVENTS (INCLUDES TWO LIVE PRESENTATIONS)

yes please!

GOLD

\$3,000

**SPONSOR THE WEBINARS** AND AWARDS (INCLUDES ONE **WEBINAR PRESENTATION)** 

yes please!

GOLD + LIVE

\$6,000

SPONSOR THE WEBINARS. **AWARDS, LIVE EVENTS** (INCLUDES ONE LIVE PRESENTATION)

yes please!

For additional details and to complete the sponsorship form, visit www.concreteinnovations.com/sponsorship or scan the QR code.

Questions? Contact Brian Killingsworth, bkillingsworth@nrmca.org



# SPONSORSHIP SELECTIONS BELOW ARE NOT TO BE INCLUDED IN SPONSORED PACKAGES, I.E. (SUPER SPONSOR; GOLD, SILVER, OR BRONZE)

# NRMCA'S NATIONAL MIXER DRIVER CHAMPIONSHIP

# DAY OF EVENT SPONSORSHIPS

Check boxes for all items you wish to purchase.

#### ☐ Event Sponsor \$8,000 | 6 Available | 2 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.

#### ☐ Center Course Tent \$8,000 | 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.

#### ☐ Breakfast/Lunch of Champions \$5,500 | 4 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 \$5,500 | 2 Available

- 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.

### □ NMDC Office/Shipment Container Sponsor \$3,000 | 6 Available



- They help to keep our drivers and judges cool, store all the event's gear, and double as space for driver static challenges. As well, they'll have prime placement on the course.
- Company logo displayed on sea containers used during the event.
- Verbal recognition from the master of ceremonies.

#### \*The deadline for graphics/logos will be provided at a later date.

#### ☐ Announcement/DJ Station \$3,000 | 2 Available

- 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 \$2,000 | 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.

#### ☐ Course Challenges \$1,000 | 25 Available | 24 Remain\*

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

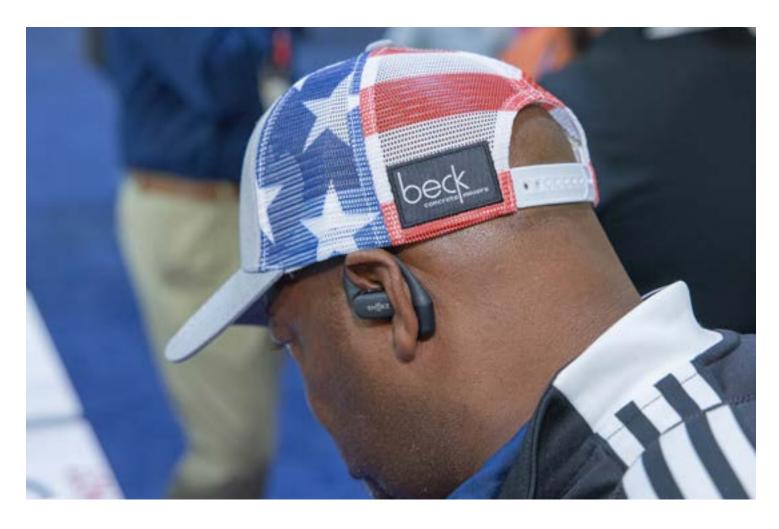
# PRE- & POST-EVENT SPONSORSHIPS

#### ☐ Driver Awards Banquet \$8,000 | 6 Available | 1 Remains

- 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 \$5,500 | 5 Available | 4 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.



# JUST FOR THE DRIVERS, THEIR FAMILIES & JUDGES

#### ☐ Driver Shirt Sleeves \$4,000 | SOLD OUT

Company logo on one sleeve of drivers' shirts.

#### ☐ Drivers' Hats \$4,000 | SOLD OUT

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

#### ☐ Drivers' Bags \$4,000 | SOLD OUT

Company logo on all drivers' bags.

#### ☐ Judges' Hats \$4,000 | SOLD OUT

Company logo on top back of all judges' hats.

#### ☐ Drivers' Recognition Banner \$1,000 | 1 per driver\*

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

\*The deadline for graphics will be provided at a later date.

#### ☐ Driver Spouse Appreciation \$1,000 | 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.

#### ☐ Company Street Sign \$1,000\*

- 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.

#### ☐ In-Kind Items Donations (swag)

- Add on to any Championship Sponsorship—company to provide minimum of 140 logoed items.
- Open to National Mixer Driver Championship Sponsors; Super Sponsors; and ConcreteWorks "Elite" Sponsors only.
- NRMCA will NOT accept In-Kind Donation items after Friday, September 5, 2025.

Check boxes for all items you wish to purchase.

# 2025 EXHIBITOR ONLY

#### ☐ ConcreteWorks 2025 Social Media Booth

NEW!

Sponsor can choose to be the exclusive sponsor for the social media booth or co-sponsor the social media booth with another company.

#### \$30,000 | 1 Available/Exclusive Sponsorship \$15,000 | 2 Available/Co-Sponsored

A collaborative space bringing together top social media managers and marketers where attendees can sit and listen to presentations while engaging in discussions promoting effective social media practices and showcasing successful content while providing educational tips and guidance to empower NRMCA members to enhance their online presence, connect with their audiences, and grow for their businesses.

- Session will be recorded.
- Sponsor logos displayed in and around booth.
- Sponsor QR code displayed on digital signage monitor.
- Sponsor can provide company literature on pamphlet stand.
- Pre-show and post-show registration list.
- Additionally, sponsors will be promoted through preevent marketing, social media channels, and post-event marketing.
- Don't miss this unique opportunity to showcase your brand and connect with key industry professionals!.

#### ☐ Exhibit Hall Opening Reception \$7,500 | 1 Available

- Logo on napkins and on all reception signage
- Recognition on the event registration website
- (1) complimentary Exhibition Hall Only (customer) pass.
   Good for one-day only during exhibition hours and will not provide entry to any other NRMCA activities.

**Note:** To redeem, NRMCA will provide you with a companybranded electronic exhibition hall invitation that you can send to your customer or prospect. They can simply bring that invitation to NRMCA's on-site registration desk, and we will issue a one-day only exhibition hall pass (only good for accessing the hall on either Saturday or Sunday during the conference, not for any other activities during the conference).

☐ Exhibit Hall Monday Night Reception \$7,500 | 1 Available Logo on napkins and on all reception signage -recept. night before gala dinner.

- Recognition on the event registration website
- (1) complimentary Exhibition Hall Only (customer) pass.
   Good for one-day only during exhibition hours and will not provide entry to any other NRMCA activities.

**Note:** To redeem, NRMCA will provide you with a company-

branded electronic exhibition hall invitation that you can send to your customer or prospect. They can simply bring that invitation to NRMCA's on-site registration desk, and we will issue a one-day only exhibition hall pass (only good for accessing the hall on either Saturday or Sunday during the conference, not for any other activities during the conference).

#### ☐ Exhibit Hall Lunch \$6,500 | 1 Available

- Logo on napkins and on all lunch signage
- Recognition on the event registration website
- (1) complimentary Exhibition Hall Only (customer) pass.
   Good for one-day only during exhibition hours and will not provide entry to any other NRMCA activities.

**Note:** To redeem, NRMCA will provide you with a company-branded electronic exhibition hall invitation that you can send to your customer or prospect. They can simply bring that invitation to NRMCA's on-site registration desk, and we will issue a one-day only exhibition hall pass (only good for accessing the hall on either Saturday or Sunday during the conference, not for any other activities during the conference).

#### ☐ Exhibit Hall Breakfast \$4,500 | 1 Available

- Logo on napkins and on all breakfast signage
- Recognition on the event registration website
- (1) complimentary Exhibition Hall Only (customer) pass.
   Good for one-day only during exhibition hours and will not provide entry to any other NRMCA activities.

**Note:** To redeem, NRMCA will provide you with a company-branded electronic exhibition hall invitation that you can send to your customer or prospect. They can simply bring that invitation to NRMCA's on-site registration desk, and we will issue a one-day only exhibition hall pass (only good for accessing the hall on either Saturday or Sunday during the conference, not for any other activities during the conference).

#### ☐ Lounge Sponsor \$2,000 | 3 Available

- Company logo or advertisement on coffee table at lounge in exhibition hall.
- Company logo on signage within lounge.

Lounges are placed throughout the exhibition hall providing attendees with a place to rest, meet with fellow attendees or simply charge their mobile devices. Your sponsorship will get you a branded coffee table and small sign within the lounge space.

# SPONSORSHIP

#### ☐ Pop Up Banner Display \$750 | 20 Available

 Sponsor can supply (1) one pop-up sign containing company logo and/or advertisement to be displayed in or near the Exhibition Hall.

**Note:** Pop-up sign to be provided by exhibitor and not to exceed 48" in width and 81" in height. Sign should be provided to exhibition management on-site during set-up hours which will be provided at a later date. Final placement of signs will be determined by exhibition management.

#### ☐ Brand Awarness Opportunity \$750 | 5 Available

 (3) floor decals, approximately 2'x2' (variety of areas available within exhibit hall. Exhibition management has final oversight over placement within exhibition hall.)

#### ☐ Exhibitor Complimentary Promotional Handouts

NRMCA will distribute sponsored bags to all attendees upon check-in at the NRMCA registration desk. Exhibitors can provide promotional paper literature to be included in each attendee's bag. The literature must be a single letter size page (either one or two-sided, color). Conference organizers will not fold, staple, or manipulate the literature to allow it to fit within the welcome bag.

Please send 1,200 copies of your handout to: NRMCA HQ at 66 Canal Center Plaza, Suite 250, Alexandria, VA 22314 (Attn: Meetings Department) NO LATER THAN WEDNESDAY, SEPTEMBER 17, 2025.

Specifications: Single letter size page (8 ½" x 11") or smaller, one or two-sided.



#### PLEASE COMPLETE YOUR INFORMATION BELOW:

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

# 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.













