

SPONSORSHIP INFORMATION PACKAGE CONCRETE TRUCK RODEO

JUNE 7, 2025 ~ MONCTON, NB

EVENTS@ATLANTICCONCRETE.CA

506 855-8525

EVENT MANAGER

Robert Gallant, Raven Management Solutions



Rodeo Event Description

The *Concrete Truck Rodeo* , is an exciting industry event presented by the Atlantic Concrete Association, and is one of the association's signature member appreciation and networking events. This year the Rodeo will be hosted on June 7, 2025 in Moncton, NB in the Moncton Coliseum Parking Lot. The Concrete Truck Rodeo experience will feature the driver's skill challenge competition, fun on-site activities for spectators, food and refreshment options at the main event and a post-event reception and awards banquet.

This event will showcase our member's driving skills through a series of industry related and some "just-for-fun" challenges. Drivers will be scored on a walk around inspection, six driving challenges and finally a delivery ticket challenge. Following the official challenges, drivers will compete in fun zone activities where the driver can pick up extra bonus points. The winners will be selected based on a cumulative score derived from the competition challenges and the driver with the most points will be crowned as the CHAMP!



Along with a salute to the top three overall finishers, this year's Concrete Truck Rodeo Championship will recognize for top performances in each official and fun zone challenge at the awards banquet.

Atlantic Concrete Association Background

The purpose of this Association is to unite persons, firms and corporations related to the production of ready mixed concrete in the Atlantic Provinces, in a non-profit association to:



- promote and encourage the use and consumption of the products of the industry in the market area of this Association;
- establish and maintain the highest standards of practices, customs and usage among its members; and
- promote and encourage the exchange of ideas and information relative to production and use of ready mixed concrete.

Concrete is one of the most widely used construction materials today. It's been used for thousands of years and is one of the largest building components for building bridges, homes, sidewalks, superhighways and dams throughout the world. It's strength, durability and flexibility and beauty make it the key element for our communities. We invite you to learn more about our product and our members by browsing through our new web site.

The Atlantic Concrete Association (ACA) is a non for-profit organization that has been representing the concrete industry in Atlantic Canada for over 50 years. The ACA is a membership-based organization and acts as a voice for the industry.

The objectives of the Association are:

- To advance the interested of producers and directly connected to the concrete industry
- To work with other associations and positive relationships
- To work with all levels of government and communications
- To provide education initiatives for our
- To provide networking opportunities for members



Partnership and Sponsorship Opportunities



ACA would not be able to offer the great social events we do without the generous support of corporate sponsors like yourself. For our new ***Concrete Truck Rodeo*** event we have specially designed the sponsorship categories listed below to recognize your contributions. As you can see, our various sponsorship levels include special incentives that will give your company marketing exposure in our traditional and social media campaigns, event-site activation as well as industry goodwill recognition. The marketing recognition offerings for the following

sponsor levels are a suggested starting point, we are open to customizing a sponsor recognition package that meets your company's unique marketing ideas and requirements.

We ask that you please take the time to review these sponsorship marketing opportunities and decide where your company could best benefit from a relationship with the ACA. We understand that you are approached by many interesting and worthy industry events, and we appreciate your consideration in supporting our Association.

It takes more than cash to make an event like this a huge success, in-kind support is also essential to making this the "must attend" event for our industry. In addition to cash options, we also have options to provide in-kind sponsorship such as prizes, equipment, etcetera in return for marketing exposure to our participants and spectators.

We trust this information package will pique your company's interest, and we look forward to exploring how we can work together to make our industry events stronger. Should you have any questions, please email our Event Manager, **Robert Gallant** at events@atlanticconcrete.ca or call (506) 855-8525 to arrange a meeting.

Presenting Sponsor \$3,000 (One Opportunity)

Corporate Logo Placements

- Corporate brand tied to the event name & logo as "Presented by" along with the ACA in all event promotions.
- Exclusive sponsor on the event site and Reception/Banquet welcome signage.
- Top position on event site sponsor wall.
- Finish line signage.
- Registration information packages.



Marketing Recognition

- Event website link to your corporate page.
- Sponsor to provide promotional slide or video for the sponsor slide show at awards banquet.
- Sponsor provided 30 second promotional commercial broadcast over P.A. system during event.
- Promotional and participant communication e-blasts.
- Opportunity to provide a promotional offer to be inserted into event e-blast messages.
- Social Media sponsor shout-out post and linked in general promotion posts.
- Sponsor provided additional event-site signage (hanging banner for fence line, pop-up banner at awards reception and banquet).
- Opportunity to install a fun and interactive activation booth at main event and awards reception registration centres (e.g. carnival style game with prizes, snacks, etc.).
- Sponsor recognition by the Master of Ceremonies during event-site announcements and at awards banquet.

Complimentary

- One VIP Table (8 tickets) to the awards banquet.

Additional Benefits

- Cross-Promotional advertising rights to mention your support of ACA and the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide welcome bag gifts, door prizes, skill contest prizes, etcetera.
- Opportunity to provide corporately branded event volunteers to assist organizers on game day.
- Opportunity to help present awards at banquet.
- Opportunity to make opening welcome remarks at main event and awards banquet.
- First right of renewal as "Presenting Sponsor" for next year's event.

Rodeo Skill Challenge Sponsor \$2,000 (6 opportunities)

Corporate Logo Placements

- Secondary level placement in event promotions.
- Assigned skill challenge zone signage.
- Event site sponsor wall.

Marketing Recognition

- Event website link to your corporate page.
- Sponsor to provide promotional slide or video for the sponsor slide show at awards banquet.
- Sponsor provided 20 second promotional commercial broadcast over P.A. system during event.
- Promotional and participant communication e-blasts.
- Opportunity to provide a promotional offer to be inserted into event e-blast messages.
- Social Media sponsor shout-out post and linked in select promotion posts.
- Sponsor provided additional event-site signage (hanging banner for fence line, pop-up banner at awards reception and banquet).
- Opportunity to install a fun and interactive activation booth in your assigned zone at main event and at awards reception (e.g. carnival style game with prizes, snacks, etc.) provide corporate branded decorations and staff volunteers in your assigned skill challenge zone.
- Sponsor recognition by the Master of Ceremonies during event-site announcements and at awards banquet.



Complimentary

- 6 tickets to the awards banquet.

Additional Benefits

- Cross-Promotional advertising rights to mention your support of ACA and the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide welcome bag gifts, door prizes, skill contest prizes, etcetera.
- Opportunity to help present awards at banquet.
- First right of renewal as an "Skill Challenge Sponsor" for next year's event.

Fun Challenge Sponsor \$1,500 6 Opportunities (2 per zone x 3) 1,000 cash + \$500 in-kind (e.g. cement truck, prizes, etc.)

Corporate Logo Placements

- Third level placement in event promotions.
- Assigned fun challenge zone signage.
- Event site sponsor wall.

Marketing Recognition

- Event website link to your corporate page.
- Sponsor to provide promotional slide for the sponsor slide show at awards banquet.
- Sponsor provided 10 second promotional commercial broadcast over P.A. system during event.
- Promotional and participant communication e-blasts.
- Social Media sponsor shout-out post.
- Sponsor provided additional event-site signage in your assigned event zone (hanging banner for fence line, pop-up banner at awards reception).
- Opportunity to install an activation booth in your assigned fun challenge zone at main event (e.g. carnival style game with prizes, snacks, etc.), provide corporate branded decorations and staff volunteers in your assigned fun challenge zone.
- Sponsor recognition by the Master of Ceremonies during event-site announcements and at awards banquet.



Complimentary

- 4 tickets to the awards

Additional Benefits

- Cross-Promotional advertising rights to mention your support of ACA and the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide welcome bag gifts, door prizes, skill contest prizes, etcetera.
- Opportunity to help present your fun challenge zone award at banquet.

Reception & Banquet Sponsor (4 Opportunities) - \$1,000

Corporate Logo Placements

- Fourth level placement in select event promotions.
- Event site sponsor wall.
- Reception/Banquet welcome signage

Marketing Recognition

- Event website link to your corporate page.
- Sponsor to provide promotional slide for the sponsor slide show at awards banquet.
- Tabletop signage at banquet.
- Promotional and participant communication e-blasts.
- Social Media sponsor shout-out post.
- Sponsor provided additional event-site signage (hanging banner for fence line, pop-up banner at awards reception and banquet).
- Sponsor recognition by the Master of Ceremonies during event-site announcements and at awards banquet.



Complimentary

- 4 tickets to the awards banquet.

Additional Benefits

- Cross-Promotional advertising rights to mention your support of ACA and the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide welcome bag gifts, door prizes, skill contest prizes, etcetera.
- Opportunity to provide corporately branded event volunteers to assist at banquet welcome centre.

Friend of ACA Sponsor - \$500

Corporate Logo Placements

- Fifth level placement in select event promotions.
- Event site sponsor wall.

Marketing Recognition

- Event website link to your corporate page
- Sponsor to provide promotional slide for the sponsor slide show at awards banquet.
- Promotional and participant communication e-blasts
- Social Media sponsor shout-out post.
- Sponsor provided additional event-site signage (hanging banner for fence line, pop-up banner at awards reception.
- Sponsor recognition by the Master of Ceremonies during select on-site announcement breaks

Complimentary

- 2 ticket to the awards banquet.

Additional Benefits

- Cross-Promotional advertising rights to mention your support of ACA and the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide welcome bag gifts, door prizes, skill contest prizes, etcetera.

