



MID-AMERICA TRUCKING SHOW™
Official Event

SPONSORSHIP OPPORTUNITIES

MARCH 21 - 23, 2024
AT THE 52ND ANNUAL MID-AMERICA TRUCKING SHOW
KENTUCKY EXPO CENTER, LOUISVILLE, KY



THE PURSUIT OF EXCELLENCE



Since its start in 1989, the PKY Truck Beauty Championship continues to set the standard of excellence for truck shows in North America. The focus of the PKY event is a celebration of the hard work, pride, and camaraderie that define the spirit of the America trucking industry.

As an official event of the Mid-America Trucking Show (MATS), the largest annual heavy-duty trucking event in the world, the PKY event provides sponsors access to 60,000 registered MATS attendees and over 100,000 trucking professionals that follow the show online, including custom builders, owner-operators and fleets.

EXTENSIVE EXPOSURE

The combination of MATS attendees, PKY competitors, industry media and influencers offer extensive exposure to a massive audience in person and on-line.



TARGETED AUDIENCE

PKY attracts the nation's top custom truck builders, fleets with a focus on well-maintained custom rigs, and the next generation of enthusiasts seeking the best products to customize their trucks. This combination offers sponsors unparalleled access to high quality leads and targeted buyers.



ENGAGEMENT

PKY sponsorship offers a deeper level of engagement with your target audience via multiple affiliated events, including Competitor Dinner, Custom Light Show, Awards Ceremony, Post-event Parade and more.



CUSTOM PACKAGES

Sponsors gain access to a wide array of solutions that integrate your brand into the competitor and attendee experiences, ensuring they engage with your brand and helping build relationships with your end users.



SPONSOR PACKAGES



BASE PACKAGE



SPONSOR DISPLAY

*10ft.x10ft. Included with Base Package



BRAND EXPOSURE

Sponsor logo to appear on all pre-, on-site, and post- promotion.
*Included with Base Package.



PKY Email Newsletters

*Included with Premium Package



BASE PACKAGE \$7,000

- Includes:
- 10ft.x10ft. display area in competitor display lot
 - Your logo displayed on all competitor trucks
 - Feather flag in competitor display lot (13 ft tall)
 - Opportunity to add product/literature to competitor gift bag
 - Pop-up banner in awards ceremony room (33.5" x 79")
 - Your logo included in awards ceremony presentation
 - Verbal recognition during awards ceremony

PREMIUM PACKAGE \$12,000

- Includes: All base package items + all items listed below.
- 20ft.x20ft. display area or combo in competitor display lot
 - Email Newsletter - PKY winners & links to sponsors (2X to 100K+ opt-in recipients)
 - Photo assets to host on Sponsor website/social media

ADD-ONS



TRUCK WASH SPONSOR

Win the gratitude of competitors by sponsoring the competitor truck wash service, which includes a premium softened, conditioned, spot-free wash.

\$5,000



COMPETITOR REG SPONSOR

Stay top of mind with PKY competitors with a banner ad on the registration page and in the confirmation email. Plus get your logo front and center on all badges worn by PKY Competitors.

\$5,000



SPONSOR VEHICLE SPACE

Have a custom trailer or experience? Get premium placement and engagement with the massive PKY crowds.

CALL TO DISCUSS



PKY PARADE SPONSOR

The parade attracts a massive audience in person and online through video coverage. Opportunities include sponsor truck participation in the parade, signage, and sponsor recognition in official video coverage.

CALL TO DISCUSS



SPONSOR CHOICE AWARD

Sponsor themed award and speaking opportunity during award ceremony.

CALL TO DISCUSS



COMPETITOR BOOK AD

Display your marketing message alongside the image enhanced list of PKY winners with a full page ad. Ads can be enhanced with video and web links.

CALL TO DISCUSS



CONTACT US



PKY DIRECTOR
Jason Alt
765-426-1898
pky@truckingshow.com



MATS EVENT MANAGER
Toby Young
502-702-2001
toby.young@truckingshow.com



SPONSORSHIP SALES
Adam Weckman
502-702-2004
adam.weckman@truckingshow.com

