



**MID-AMERICA TRUCKING SHOW™**  
*Official Event*

# SPONSORSHIP OPPORTUNITIES

MARCH 21 - 23, 2024  
AT THE 52<sup>ND</sup> 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 American 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 70,000 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

\*Included with Base Package



## BRAND EXPOSURE

Sponsor logo to appear on all pre-, on-site, and post- promotion.

\*Included with Base Package.

## BASE PACKAGE      \$7,000

### Includes:

- Your logo displayed on all competitor trucks
- Display Area to showcase your products
- Pop-up banner in competitor display lot (24" x 81")
- Opportunity to add product/literature to competitor gift bag
- Pop-up banner in awards ceremony room (24" x 81")
- Your logo included in awards ceremony presentation
- Verbal recognition during awards ceremony



## + PREMIUM UPGRADES

Maximize your exposure at PKY with everything in the Base Package  
PLUS email, social, web, and more before, during, and after the show.



### PKY Email Newsletters

\*Included with Premium Package

## + PREMIUM UPGRADES \$12,000

**Includes:** All base package items + all items listed below.

- Sponsors choice award - sponsor themed award and speaking opportunity during award ceremony
- Social media spotlight - sponsor included competitor spotlight (3X to 100K+)
- Email Newsletter - PKY winners & links to sponsors (2X to 100K+ opt-in recipients)
- Print ad in PKY section of Official MATS Show Directory (35K printed plus digital)
- Photo/Video assets to host on Sponsor website/social media
- Your logo included in PKY video promo

# PREMIUM 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.

**\$3,000**



## PKY LIVESTREAM SPONSOR

Reach a large audience of viewers online as the show is broadcast in real-time through multiple social media channels.

**CALL TO DISCUSS**



## CUSTOM SPONSOR SOLUTION

You know your brand better than anyone. Contact us for a consultative solution to align your marketing objectives to the best opportunities available at the PKY event.

**CALL TO DISCUSS**



## 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**



# CONTACT US



### PKY DIRECTOR

Jason Alt  
765-426-1898  
[pky@truckingshow.com](mailto:pky@truckingshow.com)



### MATS EVENT MANAGER

Toby Young  
502-702-2001  
[toby.young@truckingshow.com](mailto:toby.young@truckingshow.com)



### SPONSORSHIP SALES

Adam Weckman  
502-702-2004  
[adam.weckman@truckingshow.com](mailto:adam.weckman@truckingshow.com)

