



VIDEO SPONSORSHIP OPPORTUNITY



American Trucking Associations (ATA), in partnership with its Technology & Maintenance Council (TMC), will host National Technician Appreciation Week (NTAW) June 14–20

NTAW recognizes the professional technicians who keep the trucking industry moving. This week celebrates the demanding and critical role technicians play in fleet safety, vehicle performance, and uptime, while honoring their hard work and commitment. NTAW also raises awareness of this in-demand career and helps attract the next generation of skilled technicians. Join us in recognizing their impact by sponsoring a video campaign that highlights the essential work professional technicians do every day to keep the industry moving.

NTAW Video Sponsorship | \$5,000

This video will feature footage from TMC SuperTech, the National Technician Skills Competitions, showcasing the skill, dedication, and expertise of professional technicians. Highlights will include TMC SuperTech competition skills challenges, while underscoring the vital role maintenance plays in safety and keeping trucks on the road.

Benefits Include:

- Opportunity for a company representative to provide a video message (up to 20 seconds) for inclusion
- Company logo featured within the video
- Logo recognition on the NTAW website, including a link to the company website



To confirm this sponsorship, email atasponsorships@trucking.org