



# Nothing succeeds like success!

## Successful Dealer's Seventh Annual *Successful Dealer* Award

*Successful Dealer* will once again recognize one exceptional dealer for its business and customer service success, civic engagement and enduring commitment to the trucking industry with its seventh annual **Successful Dealer Award**.

Finalists for this year's award will be announced in July, which offers prime sponsorship opportunities through October when the 2019 winner will be announced.

### Sponsorship investment: \$10k



#### Branding on call for entries, finalist and winner announcements

- ✓ *Successful Dealer* newsletter
- ✓ *Successful Dealer* website
- ✓ Additional coverage in *Overdrive* and *Commercial Carrier Journal*



#### Recognition at awards dinner, video and presentation

- ✓ Award to be presented during R-Squared marketing conference, September 16-19 in Tuscaloosa, AL
- ✓ Includes dinner for up to three sponsor representatives with members from five finalist companies.

# successful Dealer

## Timeline

- March-May**
  - Solicit nominations from trucking industry
  - Program announcements in *Successful Dealer*, *Truck Parts & Service*, *CCJ*, *Truckers News* and *Overdrive*
- June**
  - Nominations close
  - Nominated dealers asked to submit company information for evaluation
  - Judging completed
- July-August**
  - Finalists announced, invited to event and profiled in *Successful Dealer*
- October**
  - *Successful Dealer* Award presentation

Talk to your Sales Representative to find out how you can benefit from a *Successful Dealer* Award sponsorship.