



Promote your brand to trucking's newest entrants

Nominations are now open for **Trucking's Top Rookie Award**, presented by Truckers News. The award recognizes exemplary drivers who have been in the industry for one year or less. The nominations will be reviewed by a panel of judges, including trucking educators, associations, trucking media and others in the industry. The criteria include on-time delivery, safety, customer relations and other parameters.

By donating prizes for the winner and 9 finalists, your brand will receive more than two months of sustained visibility and demonstrate your commitment to encouraging new entrants to pursue successful trucking careers. The call for entries and submissions will trigger highly visible branding opportunities through August, when the winner is announced.



Sponsorship Benefits

- ✓ Recognition at awards ceremony held on show floor at the Great American Trucking Show:
 - Banner logo inclusion
 - Winner's check logo inclusion
 - On-stage acknowledgments
- ✓ Inclusion in all press releases
- ✓ Branding on call for entries, finalist and winner announcements through Truckers News, She Drives, OVD and CCJ
 - Trucking's Top Rookie Award page
 - Newsletters
 - Websites
 - Social Media

TRUCKING'S TOP ROOKIE

Timeline

May 13	Solicit entries
June 21	Nominations close
July 22	Nine finalists announced
August 23	Award presentation at the Great American Trucking Show

Talk to your Sales Representative to find out how you can benefit from donating prizes to the Trucking's Top Rookie program.