



It pays to be first!

Equipment World's 1st Annual Big Iron Dealer of the Year Award

Equipment World will be recognizing one lucky dealer for business performance, community involvement and other criteria with their first annual **Big Iron Dealer of the Year Award**.

The call for entries will begin in July, which will trigger first-time sponsor branding opportunities through October, when the winner is announced.

Sponsorship investment: \$10k



Branding on call for entries, finalist and winner announcements

- ✓ Big Iron Dealer newsletter
- ✓ *Equipment World, Aggregates Manager and Total Landscape Care* newsletters and websites
- ✓ *Equipment World* full-page ads



Recognition at awards dinner, video and presentation

- ✓ Award to be presented during the R-Squared marketing conference, October 8-11 in Tuscaloosa, AL
- ✓ Includes dinner for up to 3 sponsor representatives with members from 5 finalist companies

EQUIPMENT WORLD'S BIG IRON DEALER OF THE YEAR

Timeline

- July**
 - Solicit dealer entries
 - Program announcements in *Equipment World, BID, Total Landscape Care* and *Aggregates Manager* newsletters
- August**
 - Nominations close
 - Nominees contacted and invited to complete long-form
 - Judging completed
 - Finalists announced & invitation to awards event
- October**
 - Big Iron Dealer Award presentation and dinner
 - Winner profiled in *Big Iron Dealer* and *Equipment World*

Talk to your Sales Representative to find out how you can benefit from a Big Iron Dealer of the Year Award sponsorship.