

National Truck Driver Appreciation Week (NTDAW)

September 14-20, 2025



SPONSORSHIP OPPORTUNITIES

National Truck Driver Appreciation Week is an important time for America to thank all the professional truck drivers for their hard work and commitment in undertaking one of our economy's most demanding and important jobs. These 3.5 million professional men and women not only deliver our goods safely, securely, and on time, but they also keep our highways safe. Help us honor them by sponsoring our nationwide campaign through one of the sponsorship opportunities listed below. All sponsorships must be confirmed by June 30th. For questions, contact Nikki Thomas, VP of Industry Affairs at nthomas@trucking.org.

Sponsor Benefits	Diamond \$20,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Personalized message of appreciation included in gift basket to drivers*	✓				
Option to have a company rep provide 20 second (max) video or sound byte to be included in celebration video*	✓				
Opportunity to provide content and image for a sponsored social media post to run on ATA's channels during NTDAW	2	1			
Option to sponsor an item in gift basket to drivers (company logo and NWT logo to be included on item)*	<input type="checkbox"/> Insulated Cooler Bag <input type="checkbox"/> Tumbler <input type="checkbox"/> Seat Cushion <input type="checkbox"/> Other	<input type="checkbox"/> Tshirt <input type="checkbox"/> Cell phone charger <input type="checkbox"/> Leather gloves <input type="checkbox"/> Hat <input type="checkbox"/> Other	<input type="checkbox"/> Snack sponsor (sticker placed on snack) <input type="checkbox"/> Drink sponsor (sticker placed on drink) <input type="checkbox"/> Other		
Company logo to appear in sporting events video**	Beginning	Beginning	End	End	
Company logo to appear in celebration video*	Beginning	Beginning	End	End	
Logo recognition on NTDAW website based on level (with link to company homepage)	✓	✓	✓		
Logo recognition on NTDAW website based on level				✓	✓
Company name to be listed on both videos					✓

*Truck Stop Gift Baskets/ Celebration Video

ATA staff will be handing out gift baskets at truck stops leading up to NTDAW. They will consist of items we know drivers appreciate, such as: cooler bags, insulated tumblers, gloves, phone chargers, travel pillows, snacks, and drinks.

**Sporting Events Video

ATA will be creating a video for sports arenas around the country to play on their jumbotron at home games during the week of NTDAW. This video will focus on the role trucks play in making these sporting events happen, from the food to equipment and everything else in between. Sponsoring this video will allow your company logo to be seen by sports fans around the country. Additionally this video will be distributed on ATA's social media channels.