



SPONSORSHIP & MARKETING PROSPECTUS

Fuel Industry Growth. Build Relationships.
Share Expertise. Strengthen Sales &
Marketing.

2026

Dear Prospective Partners and Sponsors,

Whether you are already part of the TMSA family or just discovering us, thank you for taking a closer look at how you can engage with our community.

Starting in 2026, we are introducing role-based learning tracks designed to better serve the professional development needs of both our corporate and partner members. These tracks give every member a clear path to learn and grow—while giving our partner members fresh, focused ways to connect with the audiences they serve.

Your Opportunity

Today's transportation and logistics marketplace is challenging: growth goals are high, budgets are tight, and ROI is under constant pressure. Our corporate members actively seek trusted experts who can help them market smarter, sell more effectively, and operate more efficiently.

By engaging with TMSA, you become part of a year-round network of sales and marketing professionals: learning alongside them, sharing your expertise, and shaping the future of our industry together.



I look forward to growing this community with you.

With appreciation,

Jennifer Karpus-Romain
Executive Director
Transportation Marketing & Sales Association



Why Partner with TMSA

TMSA is the only trade nonprofit devoted to elevating sales, marketing, and communications in transportation and logistics. Partnering with us isn't just visibility—it's an investment in industry growth and in your own business success.

Three Key Differentiators



- **Two Audiences – One Community**

- **Corporate Members:** Primarily small and mid-sized logistics companies focused on tools and professional development, plus select large companies that participate for the same insights and connections.
- **Partner Members:** Solution providers who engage, educate, and earn trust across the TMSA corporate member base.



- **Year-Round Reach** – Tracks, digital programs, and networking keep your brand in front of decision-makers beyond a single event.



- **Credibility Through Education** – Partners are viewed as trusted advisors, not just vendors.



Grow the Industry & Your Business

Partnering with TMSA strengthens the sales and marketing community—and positions your brand as a trusted leader shaping the future of transportation and logistics.

The Value You Bring—and Gain

- Fuel industry growth
- Build lasting relationships
- Showcase thought leadership
- Strengthen credibility



Jason Jimenez-Vanover
Owner
JCI Marketing

“Joining TMSA has been one of JCI Marketing’s most rewarding decisions. After 15 years in the industry, it’s created more impact than many of our own marketing efforts. The people are exceptional and the community blends professional growth with personal connection—shining a light on an often-overlooked industry. I’m proud to be a member and look forward to TMSA content more than anything else in business.”

Partner Member Benefits & Impact



All the perks of a Corporate Member—plus direct access to your future customers.

Your team gains the same tools, resources, and education that help transportation companies grow, as well as unique opportunities to connect with qualified prospects and build lasting relationships.



Included for Your Team

- Up to 10 staff seats
- Role-based track learning
- Member Directory access
- Partner Network visibility & referrals
- Featured company profile



Grow Your Business

- Align with tracks
- Co-create programs
- Publish insights
- Volunteer on committees or the Board



Extra Savings & Visibility

- 10% discount on all sponsorships
- Discounted event registrations
- Select industry-partnership discounts
- Free award submissions

Annual dues: \$1,250

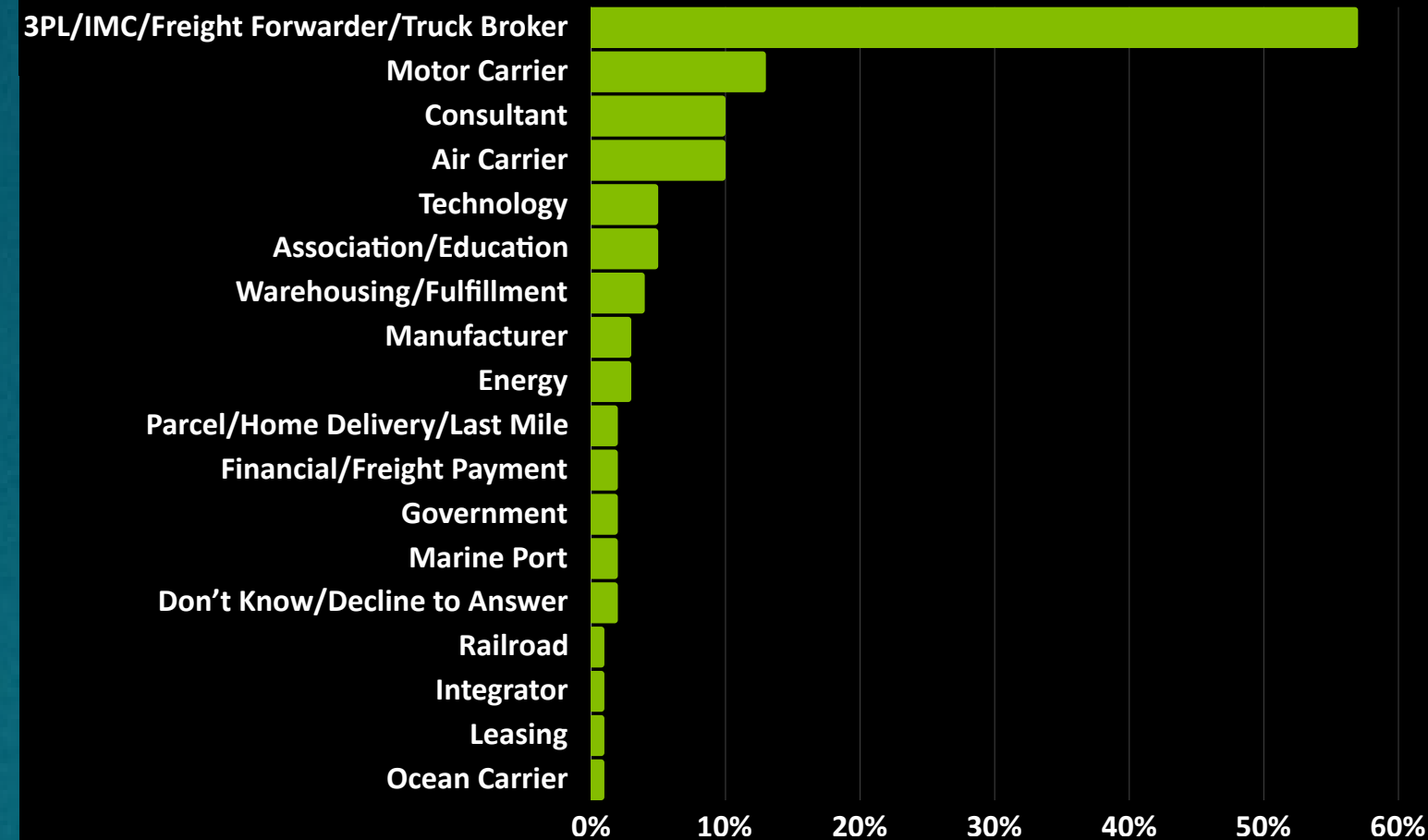
**includes a 10% discount on all sponsorship packages*

Snapshot of TMSA Membership

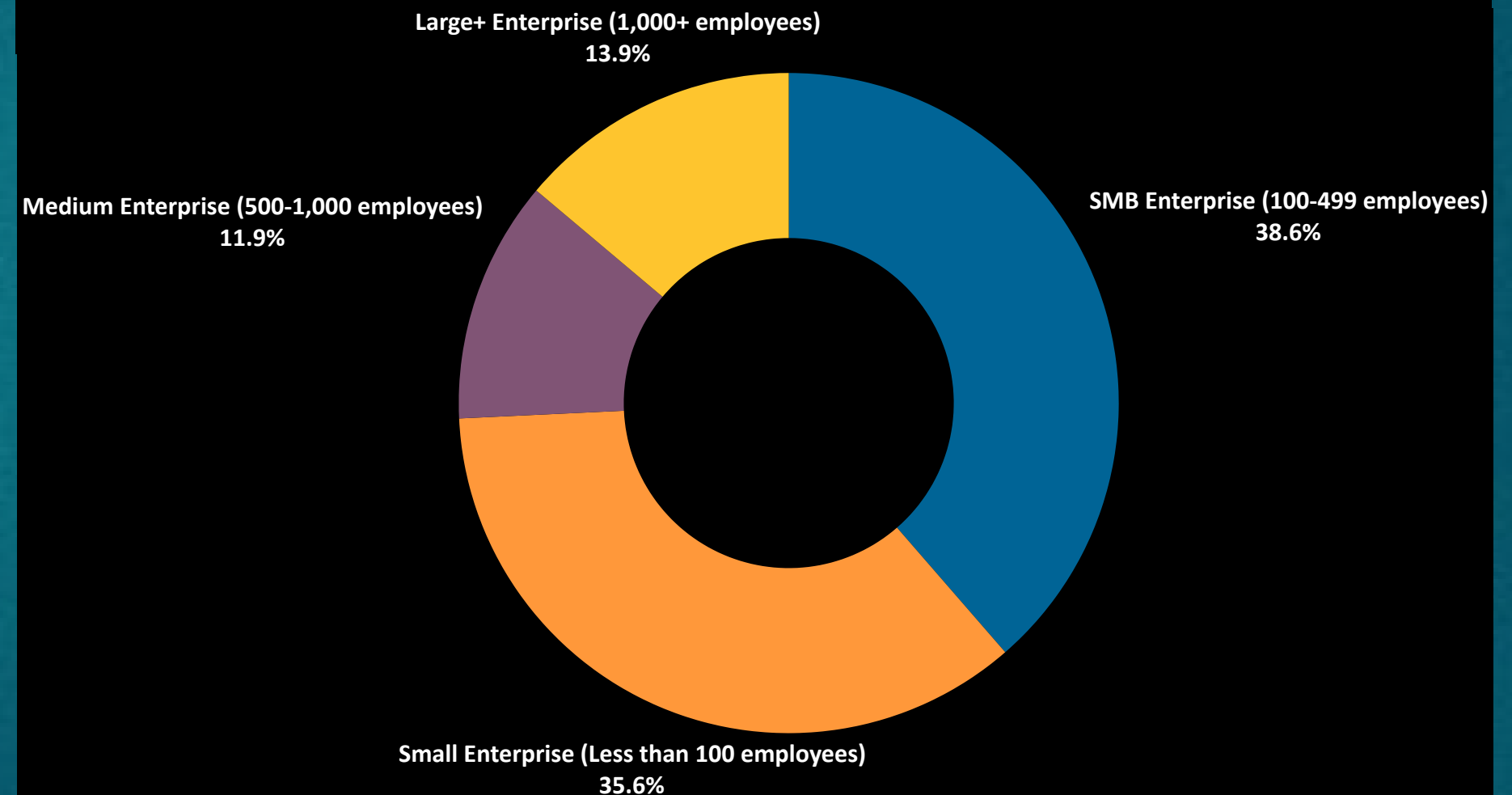


TMSA Membership

Organization Type



Company Size



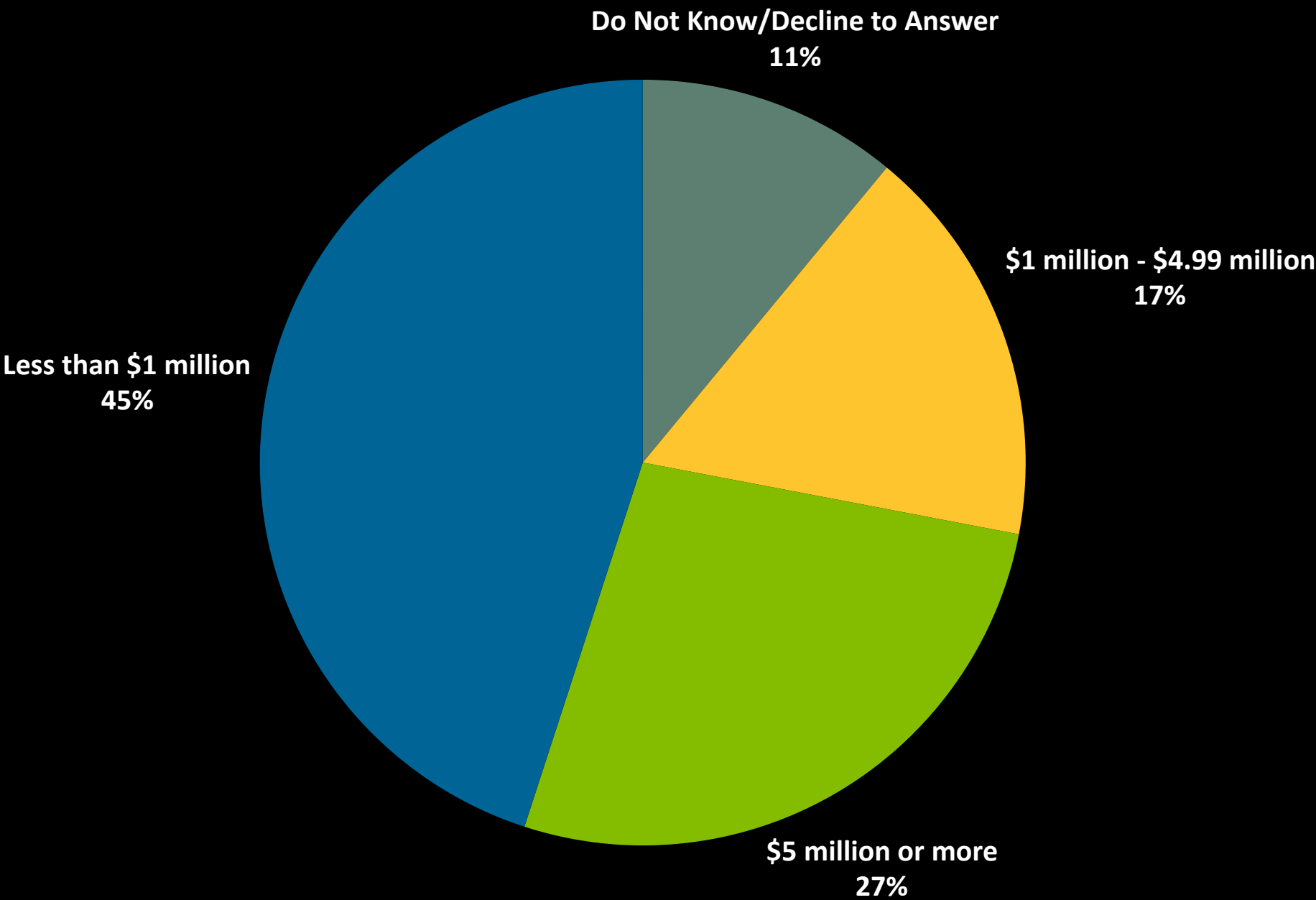
TMSA members are the professionals driving growth in transportation and logistics — from company leaders and sales executives to marketing directors and practitioners. They share a common need: practical strategies, trusted connections, and proven tools to help their teams succeed.

*Statistics pulled from 2024 TMSA Metrics Study.

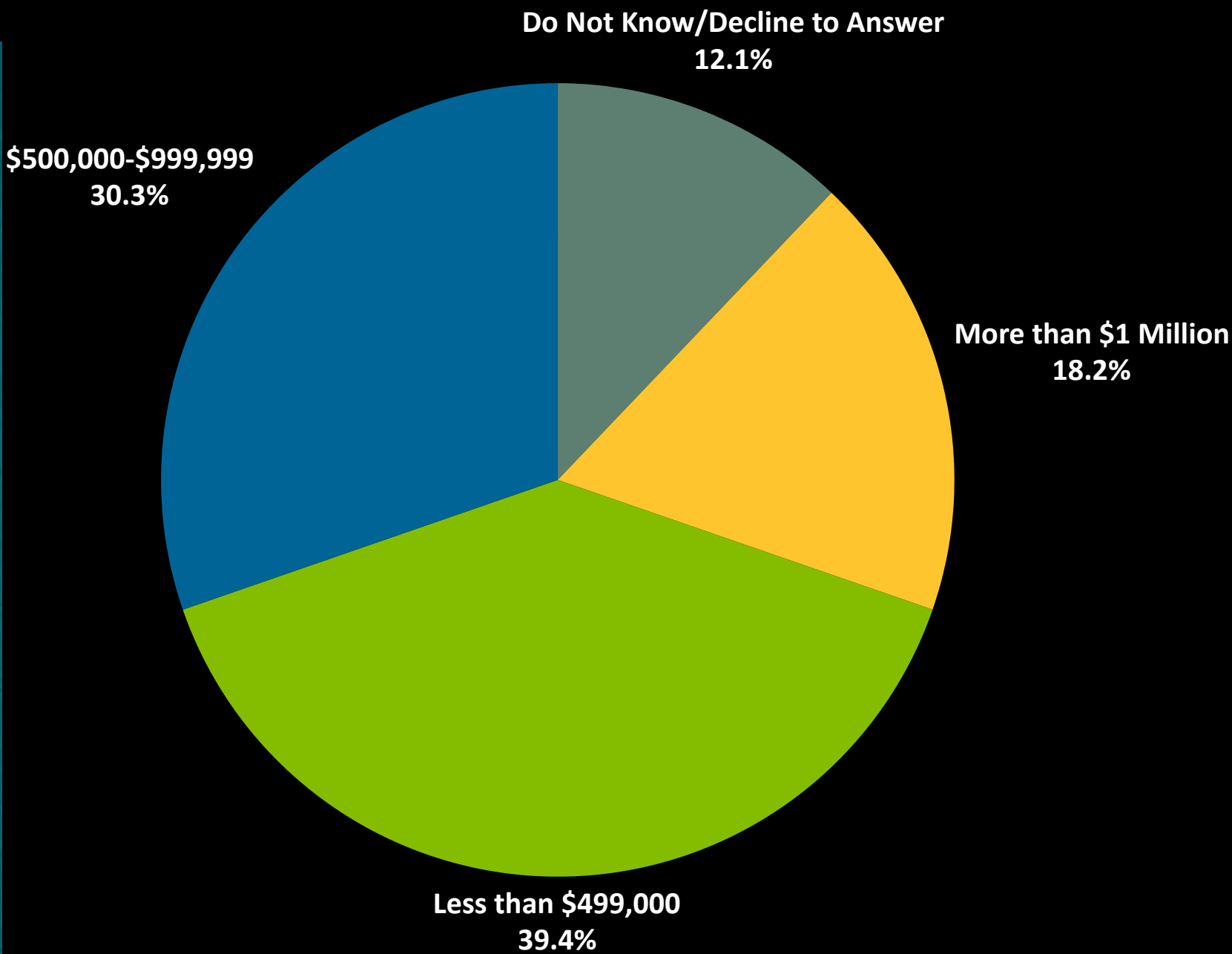
Sales and Marketing Budgets

*Statistics pulled from 2024 TMSA Metrics Study.

Sales Budgets



Marketing Budgets



“It’s a tough market—we’re chasing aggressive growth goals while working with tight budgets and constant ROI pressure. I’m grateful that through TMSA we’ve met partners who bring real expertise and practical education, helping us market smarter, sell more effectively, and operate more efficiently.”



Gary Cornelius
VP of Business Development
TCW

Solutions Our Members Are Looking For

Our corporate members are looking for trusted partners to help them work smarter and grow stronger.

Here's where solution providers can make the biggest impact:

Sales Growth & Efficiency

- Sales training & development
- AI lead scoring & pipeline forecasting
- Dynamic pricing & profit improvement tools
- Real-time AI sales coaching
- CRM automation & workflow tools

Customer Experience & Retention

- Voice-of-customer & journey mapping tools
- Recruitment & talent management solutions
- AI churn prediction & account management
- Customer experience consulting
- Employee brand monitoring

Marketing Strategy & Execution

- Branding, copywriting & creative design
- PR, advertising & media planning
- SEO & digital marketing with AI optimization
- Campaign measurement & ROI tracking
- AI assisted content creation

Leadership & Growth Enablement

- Workforce analytics & planning
- Scalable AI software solutions
- Market research & AI-driven insights
- Executive coaching & succession planning
- Custom software & scalable tech solution



Ways to Engage

Build Trust. Share Expertise. Create Lasting Impact.

ELEVATE TMSA CONFERENCE

The Center of Engagement

- Flagship annual event with the **highest visibility** that connects you to your exact audience.

Year-Round Education

- Extend ELEVATE content into webinars, podcasts, and the Member Portal—**learn and publish** to establish thought leadership.

Development & Influence

- Gain **leadership experience** and credibility by serving on committees or the Board and sharing insights in the Portal or TMSA blog.

Networking Opportunities

- Connect at TMSA meetups, virtual sessions, and major industry shows; join our Slack Community for **real-time conversations**.

“TMSA members are passionate and engaged. It’s uniquely valuable to connect with them at events and throughout the year — not just for visibility, but for building lasting relationships.”



Michelle LeBlanc
Founder
Drop & Hook

Choose the Engagement That Fits Your Goals

Your Sponsorship, Your Impact

ELEVATE
TMSA CONFERENCE



Maximize visibility at our flagship event on
June 7-9, 2026 in Denver.

Track
Sponsorships



Align directly with your target audience.

À La Carte & Special
Programs



Customize your impact year-round.

The Flagship Event:

Maximize Visibility, Maximum Impact

ELEVATE is the central gathering for sales and marketing leaders in logistics. Sponsorship here gives your brand unmatched visibility, credibility, and connection with decision-makers across the industry.

Sponsorship Packages			
	GOLD	SILVER	BRONZE
Investment	\$10,000	\$8,000	\$5,000
Visibility	Premium branding on all event signage + app	Logo on event signage + app	Logo on event signage
Thought Leadership	Sponsored speaking session + roundtable or coffee talk facilitation	Roundtable or coffee talk facilitation	Coffee talk facilitation
Networking Access	2 registrations + sponsor meet & greet table	2 registrations + meet & greet table	1 registration + meet & greet table
Digital Exposure	Featured guest on On the Move + promo video	Featured guest on On the Move	Featured guest on On the Move
Extras	Item in swag bag + attendee list	Item in swag bag + attendee list	Item in swag bag + attendee list

💡 Partner Members receive a 10% discount on sponsorship packages.

Experiences

- Opening Reception — (\$3,000)
- Specialty Cocktail/Mocktail — (\$3,000)
- Speed Networking — (\$3,000)
- Photo Booth — (\$2,000)
- Wellness — (Prices vary)

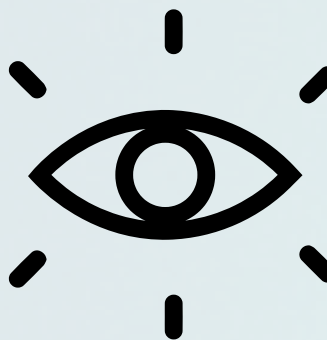
Options may include:

- Morning fitness (yoga/run) or afternoon stretching session
- Healthy snack station



Visibility

- Lanyards — (\$2,000)
- WiFi — (\$2,000)
- Water Station — (\$2,000)
- Coffee Station — (\$2,000)
- App Sponsor — (\$3,000)
- Daily Agenda Sponsor — (\$2,000)



Looking for something different? We'd love to hear it.

Signature Sponsorships: Invest in What Matters Most

Align your brand with the programs and sessions that define ELEVATE.



Shipper Panel Sponsorship - \$5,000

Hand-select and spotlight a shipper partner. Introduce the session and gain recognition in pre-, on-, and post-event promotions.



Community GiveBack Sponsorship — \$750-3,000

Join TMSA’s annual service project. Your brand appears on signage and materials, and you participate alongside attendees—photos and impact metrics included for your CSR story.



Future Forward Volunteer Program - \$1,000-5,000

Support the next generation of logistics leaders by covering student travel and mentorship at ELEVATE. Gain talent-access visibility and recognition as a champion of workforce development.



Awards Night Sponsorship — \$3,000

Sponsor the Trailblazer and Rising Star Awards at ELEVATE. Your brand is highlighted during the ceremony and across all award promotions.

“TMSA has helped us dramatically grow our business. Some of our best long-term customers have come from relationships formed here, and sponsorships have provided increased visibility and credibility in the industry.”



Holly LaBoda
Partner & Co-Founder
Luminaries Consulting

NEW

Track Sponsorships

Targeted Engagement, Year-Round Impact

Beginning in 2026, TMSA is launching **role-based learning tracks** to better serve our members' **professional development needs**. Members choose a **primary track** matching their current role—and an optional **parallel track** to broaden skills or prepare for next steps.

What This Means For You

- **Precision Targeting** — reach the exact decision-makers you want to reach.
- **Education-First Credibility** — build trust inside curated learning.
- **Year-Round Visibility** — extend your presence beyond ELEVATE into the Member Portal.
- **First-Mover Advantage** — be among the first to leverage this new sponsorship model.

Primary Tracks

- **Company Leader:** Strategy - Growth - ROI
- **Sales Leader:** Leadership - Efficiency - Training
- **Marketing Leader:** Brand - Campaigns - Strategy
- **Sales Practitioner:** Prospecting - Closing - Tools
- **Marketing Practitioner:** Content - Analytics - Execution



How Track Sponsorship Works

1. **Choose Your Track**
2. **Select Your Sponsorship Level**
3. **Engage Year-Round**

Track Audiences

Each track gives sponsors direct access to the people and themes that matter most—from executives setting strategy to practitioners sharpening their skills.

Members can choose a primary track for their current role and a parallel track to gain insight beyond their day-to-day—whether that's a VP who oversees both sales and marketing or a coordinator preparing for a future leadership role.

Company Leader

- **Who They Are:** CEOs, Owners, Senior Executives
- **Focus Themes:**
 - Strategy & growth
 - ROI & financial performance
 - Culture & succession planning
 - Talent retention & workforce strategy

Sales Leader

- **Who They Are:** VPs and Directors of Sales
- **Focus Themes:**
 - Hiring & retaining producers
 - Comp plans & performance management
 - Coaching & training teams
 - Building scalable sales systems

Marketing Leader

- **Who They Are:** CMOs and Marketing Directors
- **Focus Themes:**
 - Brand strategy & campaigns
 - Analytics & ROI measurement
 - Employer branding & recruitment marketing
 - Leading marketing teams for growth

Sales Practitioner

- **Who They Are:** Account executives, Reps, BDRs
- **Focus Themes:**
 - Prospecting & pipeline building
 - Closing techniques & tools
 - Onboarding & skill development
 - Career advancement & mentorship

Marketing Practitioner

- **Who They Are:** Specialists, coordinators, managers
- **Focus Themes:**
 - Content creation & digital campaigns
 - Analytics & reporting
 - Execution of marketing strategy
 - Professional development & upskilling

 Professional Development at Every Level

Tracks connect sponsors to decision-makers and the practitioners building tomorrow's strategies.

Track Sponsorship Levels

Choose the Sponsorship Level That Fits Your Goals

Each track offers four levels of sponsorship. Tracks may have either one Exclusive Sponsor OR multiple Co-Sponsors (not both). Session and Networking Sponsorships are always available.

Sponsorship Packages				
	Exclusive Track Sponsor	Co-Sponsor	Session Sponsor	Networking Sponsor
Investment	\$11,000	\$6,000	\$3,000	\$3,000
Availability	1 per track (no co-sponsors)	Up to 2 per track (if no Exclusive)	Multiple	Multiple
Branding	Exclusive logo placement in all track promotions + signage	Shared logo placement in track promotions + signage	Logo on session slides + agenda	Logo on networking signage
Thought Leadership	Introduce track keynote + moderate a panel	Introduce a breakout session	Introduce one education session	Welcome attendees at networking session
Visibility	Featured in Member Portal + all ELEVATE track promotions	Featured in Member Portal + select promotions	Mention in agenda + event app	Mention in agenda + event app
Access	2 registrations	2 registrations	1 registration	1 registration

Special Programs Overview

Stay Visible Year-Round

Special Programs give sponsors flexible ways to stay in front of TMSA members all year.

These opportunities can stand alone or layer onto your ELEVATE or Track Sponsorship to extend reach and deepen engagement.

Special Programs keep your brand part of the conversations sales and marketing professionals are having every day.

At-a-Glance Benefits

- **Year-Round Visibility** — keep your brand active beyond live events
- **Education-First Exposure** — position your company as a thought leader through digital content and research.
- **Flexible & Customizable** — pair with your ELEVATE or Track Sponsorships for maximum impact.



Podcast & Digital Education



Community & Portal Engagement



Research & Recognition

Digital Sponsorships

Extend Your Reach Digitally

TMSA's digital channels keep your brand in front of members long after in-person events.

From our growing *On the Move* podcast to virtual education, newsletters, and online networking, these options create ongoing visibility and thought-leadership opportunities.



Sponsorship

Join the conversations sales and marketing professionals return to every week. Select from a Sponsored Segment, Mini-Series, or Feature and receive a tailored mix of benefits, such as:

- 30–60 second **sponsored educational segment** promo
- **Brand mention** at the start of the episode or segment
- **Logo + link** in episode show notes and email promotions
- **Evergreen exposure** — episodes stay live on Spotify, Apple, and the TMSA site for ongoing visibility

Investment: Segment \$2,500 | Mini-Series \$5,000 | Feature \$3,500

Newsletter & Email Sponsorship

- Logo + spotlight in monthly member updates.
- Recognition in campaign pushes that reach sales & marketing professionals.
- Consistent exposure to both decision-makers and practitioners.

Investment: \$1,500 per issue | \$3,500 quarterly package

Online Networking Sponsorship

- Visibility on virtual roundtables, networking meetups, or online speed-networking sessions.
- Logo included in promotions and event materials.
- Position your brand at the center of professional connections.

Investment: \$2,500 per event | \$6,000 series package

Virtual Education Sponsorship

- Branding on webinars, digital workshops, and track-based sessions.
- Sponsor mention in promotions and on slides.
- Option to co-develop content aligned to your expertise.

Investment: \$3,000 per session | \$7,500 series package

Member Engagement Sponsorships

Be Part of the TMSA Community

Opportunities to keep your brand part of TMSA's year-round learning and recognition programs.

Member Portal Sponsor

- Featured partner content and banners in the searchable, track-based portal
- Year-round visibility as members access resources

Investment: \$5,000 annual sponsor

Research Partner Sponsorship

- Collaborate with TMSA on original surveys, whitepapers, or mini-trend reports
- Gain visibility in co-branded reports and promotions

Investment: Starting at \$3,500 (varies by project scope)

Yearlong Awards Program Sponsorship

- Branding across Rising Star and Trailblazer promotions at ELEVATE and online
- Recognition in email, social and web campaigns year-round

Investment: \$5,000 annual program sponsor

Custom Collaborations

- Co-develop whitepapers, case studies, or toolkits that highlight your expertise
- Flexible opportunities designed around your goals

Investment: Pricing on request

YOUR SPONSOR SUCCESS PLAN

Partnership with Purpose

Partnering with TMSA is more than placing a logo. We provide a clear framework to help you activate your sponsorship and measure results—while keeping the process simple for both your team and ours.

Kickoff

- Clarify your goals and target audiences
- Match sponsorship options to your objectives

Delivery

- Activate sponsorships at ELEVATE, Tracks, or Special Programs
- Ensure your brand assets and messaging are integrated
- Dedicated point of contact to streamline logistics

Reporting

- Post-event snapshot of key metrics
- Optional attendee scans or curated introductions when included in your package

Cadence

- Pre-event check-in call to confirm details
- 30-day post-event recap
- Optional 90-day follow-up for extended impact review

TMSA is committed to your success. As a trade nonprofit, every sponsorship dollar directly supports our community — while giving you the ROI you need to keep investing in sales and marketing excellence.

LET'S BUILD YOUR BIGGEST IMPACT

Partnering with TMSA isn't just about visibility—it's an investment in the growth of transportation and logistics sales and marketing.

As a trade nonprofit, **every sponsorship dollar goes back into programs, education, and resources that strengthen our members and the industry we serve together.**

- Spots are limited and reserved on a first-come basis.
- Partner Members save **10% on all sponsorship packages.**
- Custom packages available — let's build the right fit for you.

I'd love to explore how we can create the right partnership for your goals. Contact me today.



Jennifer Karpus-Romain

Executive Director

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jennifer@tmsatoday.org

[Schedule a Meeting](#)