



**TRUCKING** ▶  
Moves America Forward

**TRUCKING MOVES  
AMERICA FORWARD:  
HOW WE TELL  
THE TRUCKING  
STORY & WHAT  
WE OFFER**

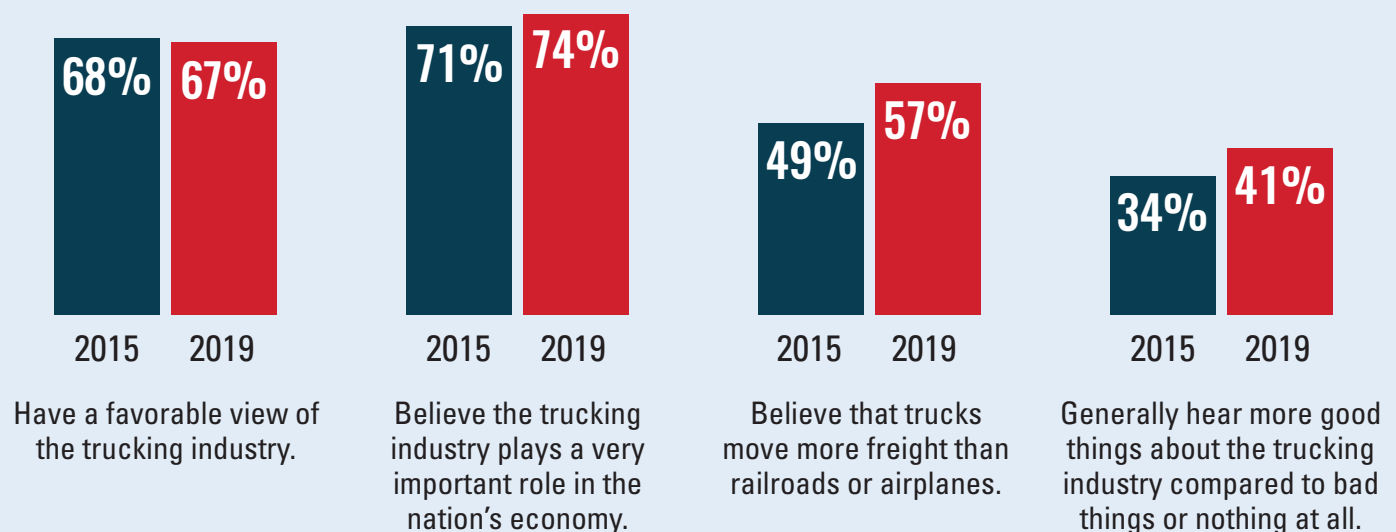
[TruckingMovesAmerica.com](http://TruckingMovesAmerica.com)

# Where We Started And How It's Going

Trucking Moves America Forward (TMAF) was launched at MATS in 2014. What began as an idea among colleagues has become a thriving movement with representatives from all roles in the trucking industry who support the need to show how important the trucking industry is to the American economy. We are a community that is 30,000 strong across social media channels. Thanks to over 200 donors and supporters, we reach millions of motorists each year with educational billboards along America's interstates; with timely radio spots on network airwaves, and at conventions and trade shows with mascot Safety Sammy and engaging marketing activities. More than 260 TMAF trailer wraps promoting trucking travel America's highways! We deploy #ThankATrucker and #EssentialWorker campaigns regularly to engage new audiences, and in turn offer all of these resources free of charge to all industry members and partners. The more people sharing compelling and factual content, the further we can go to educate on this essential industry.

Public opinion polling that TMAF conducted after four years demonstrated that we are making a difference in shifting the perception about the industry to a more positive one. Motorists not only give the industry credit for moving more freight than railroads or airlines, but they overwhelmingly believe that the industry plays a very important role in the country's economy. Some of the key points include:

## PERCEPTION OF THE INDUSTRY



# Resources At-A-Glance

Looking for ways to promote not only your business but the trucking industry too? TMAF is here to help!

## We have free social media content!

Email Story Partners at [marketing@truckingmovesamerica.com](mailto:marketing@truckingmovesamerica.com) to be sent TMAF's social media content calendars and shareable images each month.



## We have posters, videos, ads and more that can feature your logo - free!

For free resources such as posters, videos, ads, social media shareables, messages, speeches, and press releases, please contact [info@truckingmovesamerica.com](mailto:info@truckingmovesamerica.com).



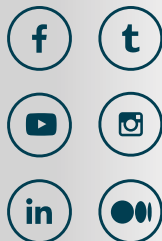
## We have banners for you to display!

Display your company brand along with the TMAF message at your next event or meeting. Contact [TMAF@trucking.org](mailto:TMAF@trucking.org) to order a pull-up banner that is co-branded.



## Get More Followers

Follow us on social media on Facebook, Twitter, YouTube, Instagram, LinkedIn, Medium and join the community!



## Animate your Events with a Mascot

Request to have Safety Sammy the industry mascot at your next major gathering. Contact [info@truckingmovesamerica.com](mailto:info@truckingmovesamerica.com).



## Tell your Company Story

Submit a story and photos for TMAF's Medium blog at <https://medium.com/@TruckingFWD>.



## Be Part of the Buzz

Register your name and email at [TruckingMovesAmerica.com](http://TruckingMovesAmerica.com) to be part of the news and industry happenings.



## Show your Brand on a Trailer Wrap

Display our important message on the road to millions of drivers! Contact [TMAF@trucking.org](mailto:TMAF@trucking.org) to order a trailer wrap in several sizes and colors.







## #ThankATrucker Billboards



Each year we invite the industry to showcase their company logo and safe drivers on highway billboards. Our billboard campaign is one of the most cost effective activities a trucking company or association can do. Costs are market dependent, and TMAF will split the cost with you. Simply select the city or specific highway you wish to advertise in and email [info@truckingmovesamerica.com](mailto:info@truckingmovesamerica.com). We will provide the locations, audience impressions you will secure and the costs. We will also provide the creative images for the ads. It's an easy process and worth the millions of impressions and accolades you will receive!



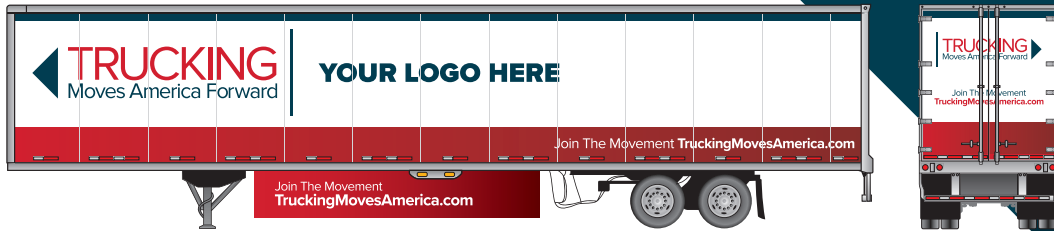
## Trailer Wraps: Rolling Advertisements



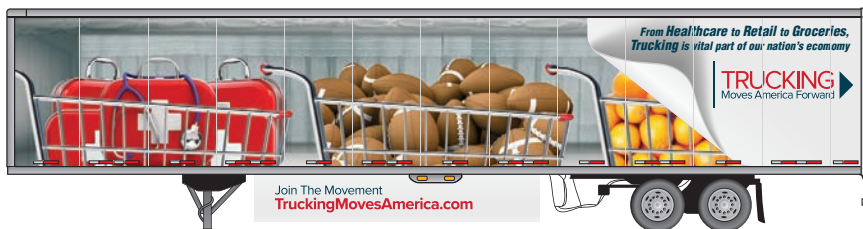
Tell America your company driver is safely delivering America's precious cargo by displaying a designed trailer wrap on your trailer. The TMAF trailer wrap program is another amazing way to advertise to the motoring public in a dynamic way that is unique to trucking! The trailer wraps are moving billboards on America's highways. They have the potential to reach 16 million people per city once they hit the roadways!



# Trailer Designs



# Trailer Designs



# Trailer Designs





# Order Form

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## PLEASE SELECT A DESIGN

- 1 Company/TMAF Logo
- 2a Like My Mom
- 2b Like My Dad
- 3 One Is Driving This Truck
- 4 Superheroes
- 5 Safety Sammy Wants You!
- 6 From the Truck to the Court or the Field
- 7 Your Morning Breakfast Brought to You by Truck Drivers
- 8 From Healthcare to Retail to Food, Trucking Is a Vital Part of Our Nation's Economy
- 9a Aspire to a Career in Trucking – Girls
- 9b Aspire to a Career in Trucking – Boys

## PRICING

### Pup Trailer:

Standard Non-Reflective Full Coverage  
Graphics (2 sides & 1 rear).....Starting at \$1,615.01

Standard Non-Reflective Full Cov. Graphics  
w/Skirt (2 sides, 1 rear, & 2 skirts).....Starting at \$1,766.28

Installation of pup trailer wrap ranges from \$900 to \$1,300  
*FOB Charlotte and applicable tax will be in addition to pricing listed.*

### Full Trailer:

Full wraps (additional costs will apply depending  
on company logo, size of trailer  
and additional customization).....Starting at \$2,400.00

Installation of full trailer wraps starting at \$1,300.  
*FOB Charlotte and applicable tax will be in addition to pricing listed.*

## TO RECEIVE EXACT COST & TO ORDER, PLEASE CONTACT

Jeff Bolch, Senior Account Executive  
Admark Graphic Systems, Inc.  
[jbolch@admarkgraphics.com](mailto:jbolch@admarkgraphics.com)  
Phone: (828) 381-7374 | Fax: (704) 598-1681



Trucking Moves America Forward

## PRODUCTION SPECS

### GRAPHICS GUIDELINES

**FOR ANY COMPANY LOGOS OR OTHER GRAPHIC FILES YOU MAY PROVIDE FOR INCLUSION:**

*File Formats Accepted*

#### Illustrator CC (\*.ai/\*.eps/\*.pdf)

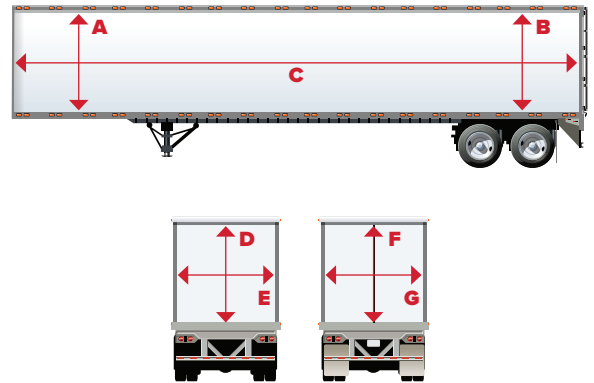
CMYK workspace, Pantone Coated PMS spot colors reference, font converted to outlines or you will need to supply the fonts used in document for editing

#### Photoshop CC (\*.psd, \*.psb, \*.eps, \*.tif, \*.jpg)

In layers, actual finished size at 100ppi. You may choose to use scale factors (1/2 size at 200ppi, 1/4 size at 400ppi, 1/8 size at 800ppi, etc.)

#### Corel Draw X2 (\*.cdr, \*.cmx)

### MEASUREMENTS OF TRAILER NEEDED



**A:** Side Front Height: \_\_\_\_\_

**B:** Side Rear Height: \_\_\_\_\_

**C:** Side Length: \_\_\_\_\_

**D:** Rear Roll-Up Height: \_\_\_\_\_

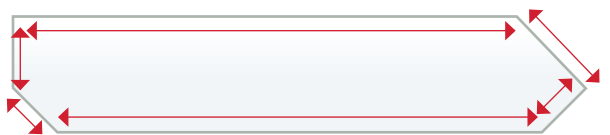
**F:** Rear Swing Height: \_\_\_\_\_

OR

**E:** Rear Roll-Up Width: \_\_\_\_\_

**G:** Rear Swing Width: \_\_\_\_\_

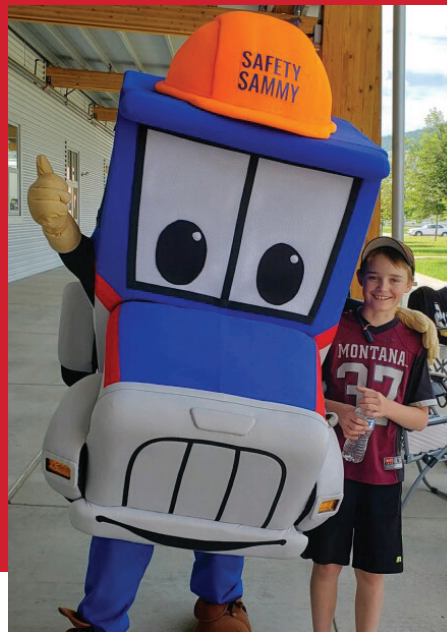
*\*If there are side doors, please provide the width of the door and the distance from the front/rear\*\**



For trailer skirts, measurements like depicted above will need to be provided.



## Turn Up Your Events With The Mascot!



Rent the industry mascot, Safety Sammy to enhance your conferences, group meetings or school events. Let us know if you would like to request the mascot by emailing [info@truckingmovesamerica.com](mailto:info@truckingmovesamerica.com). We will provide the person to wear the costume, a handler, and the materials to give, but you will be required to pay for shipping and storage of the mascot costume bag, as needed. Let us know the date, time and type of event. You'll love the way Safety Sammy brings your events to life!





2021 Ornament

# Sharing Your Love Of Trucking!

## HOLIDAY ORNAMENTS

Display your love of trucking with the annual holiday ornament. Just \$10 a piece including shipping and handling. It's a great gift and a great way to show your pride. Email [TMAF@trucking.org](mailto:TMAF@trucking.org) to place your order.



2020



2019



2018



2017



2016



## STRESS RELIEF TOY

The Safety Sammy stress toy can help to keep you stress-free throughout the year whether on the road or at your desk. Email us for yours at [info@truckingmovesamerica.com](mailto:info@truckingmovesamerica.com) and then send us your pictures of Sammy and your travel adventures with the hashtag #MascotOnTheMove for the social media campaign!



# We Need You!

TMAF encourages support through donations or in-kind services. Whether it's \$5 or \$5,000, contributions go towards funding the educational campaign including marketing, public relations and advertising activities that continue to keep trucking top of mind with members of the media, lawmakers and the motoring public. If we don't demonstrate how important trucking is, from a comprehensive and inclusive approach, and the hard work and dedication of truck drivers every day, who will?

## SPONSORSHIP LEVELS

### \$5,000 LEVEL

- 1 standard full trailer wrap (installation not included)
- 1 co-branded TMAF pull-up banner
- Company name on TMAF website and in Annual Report

### \$10,000 LEVEL

- 1 standard full trailer wrap
- 1 co-branded TMAF pull-up banner
- Company name on TMAF website and in Annual Report
- Opportunity to post 1 image related article on TMAF's Medium blog
- 5 TMAF holiday ornaments
- 10 TMAF back door trailer safety decals

### \$25,000 LEVEL

- 1 standard full trailer wrap
- 1 co-branded TMAF pull-up banner
- Mascot to appear at 1 company/customer event (company is responsible for shipping fees\*) and a social media posting
- Press release on financial donation with a quote from your company
- Company name on TMAF website and in Annual Report
- Listed as a "Major Donor" in Annual Report
- Opportunity to post 1 image related article on TMAF's Medium blog

- 5 TMAF holiday ornaments
- 25 TMAF back door trailer safety decals

### \$50,000 LEVEL

- 2 standard full trailer wraps
- 2 co-branded TMAF pull-up banners
- Mascot to appear at 1 company/customer event (company is responsible for shipping fees\*) and a social media posting
- Opportunity to provide TMAF approved and co-branded giveaway for the mascot at one truck show
- Logo on t-shirt worn by mascot handler
- Speaking opportunity at 1 TMAF press event
- Press release on financial donation with a quote from your company
- Company name on TMAF website
- Listed as a "Major Donor" in Annual Report with a quote
- Testimonial on TMAF website
- Opportunity to post 1 image related article on TMAF's Medium blog
- 5 TMAF holiday ornaments
- 50 TMAF back door trailer safety decals

*\*Shipping fees will vary by location and distance and will be agreed upon prior to shipping.*

## PLEDGE YOUR SUPPORT

*Contributions can include both personal and corporate donations.*

NAME

COMPANY

TITLE

EMAIL

STREET ADDRESS

CITY

STATE

ZIP

### PLEDGE AMOUNT

☐ \$2,500

☐ \$5,000

☐ \$10,000

☐ \$25,00

☐ \$50,000

☐ \$100,000

☐ Other \_\_\_\_\_

☐ Personal \_\_\_\_\_

### MAIL TO:

Trucking Moves America Forward  
P.O. Box 101360  
Arlington, VA 22210

You can also contribute online at  
[TruckingMovesAmerica.com](http://TruckingMovesAmerica.com)