

CLOSING BANQUET ENTERTAINMENT SPONSORSHIP



TRUCKLOAD
2026

FEB. 28 - MARCH 3
GAYLORD PALMS, ORLANDO, FL

\$100,000
Presenting Sponsor

Or

\$50,000
Co-Sponsorship
2 available

Sponsor TCA's headline entertainment, Sugar Ray, during the Annual Banquet on March 3, 2026.

The evening blends powerful award presentations with a live performance from Sugar Ray, putting your brand center stage in front of the industry's most influential leaders.

SPONSORSHIP BENEFITS

- Two-minute sponsor video to be played during General Session
- Introduce band from stage
- Meet and greet with band after show
- 5 Annual Convention comp registrations – Presenting Sponsor (value \$7,995)
- 2 Annual Convention comp registrations – Co Presenting Sponsor (value \$3,198)
- Discounted rate for any additional attendees
- Complimentary 20x20 booth in exhibit hall – Presenting Sponsor (value \$14,000)
- 50% discount on booth in exhibit hall - Co Presenting Sponsor (value up to \$10,000)
- One year complimentary TCA membership – Presenting Sponsor (value \$3,000)
- 50% discount one year TCA membership – Co Presenting Sponsor (value \$1,500)
- Invitation for 5 to TCA Chairman's Reception
- Prominent sponsor logo placement at www.TCAConvention.com sponsor, agenda, and banquet pages
- Sponsor logo featured in email marketing campaigns to promote entertainment
- 5 social media sponsor mentions
- Sponsor recognition online, in convention app, during Tuesday's general sessions and Closing Banquet
- On-Site Signage

CONTACT

Zander Gambill
(571) 444 - 0301
zgambill@truckload.org

ABOUT Sugar Ray



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Beyond sales of 10 million records, four top 10 songs, over a billion streams, and millions of tickets sold, Sugar Ray—co-founded by Mark McGrath [vocals] and Rodney Sheppard [lead guitar]—embody the endless summer of popular music and culture. How many artists still pack amphitheaters a whole generation removed from their genesis? How many acts can claim sharing the stage with The Rolling Stones, KISS, and Sex Pistols, collaborating with Run-DMC, and being interpolated by Post Malone? Just Sugar Ray...

Over 10 Million
Records Sold

Top 10 Hits:
Fly, Every Morning,
Someday

