

Change Leader Award

The Change Leader Award, encourages ATA members to implement a program or continue to improve an established company program highlighting diversity. The nominations are critiqued on the ability to develop a program, improve an existing program, and measure and benchmark a successful culture of acceptance and inclusion.

Last year, ATA recognized nine companies for their commitment to diverse and equitable workplaces.

Become the 2024 sponsor to show your commitment to fostering a diverse, equitable and inclusive workplace culture that values and celebrates the contribution of all individuals.

For questions regarding sponsorship for the Change Leader Award, contact Brittany Green, Director of Industry Affairs at bgreen@trucking.org / 703-838-1945.

PRICE: \$25,000

- Video played before Change Leader Award handed out at MCE
- Rep on stage at MCE (2-minute speaking allotment) before award is handed out
- Logo on all promotional materials
- Logo on website
- Tagged in all social media posts regarding Change Leader Award



Mike Russell Award

The Mike Russell Trucking Image Award celebrates the creativity and dedication of those who are committed to generating positive awareness of the trucking industry. By showcasing the innovative and novel ways that nominees have promoted trucking over the last year, this award helps to raise the profile of the industry and inspire others to follow suit.

PRICE: \$25,000

SOLD

- Video played before award handed out at MCE
- Rep on stage at MCE (2-minute speaking allotment) before award is handed out
- Logo on all promotional materials
- Logo on website
- Tagged in all social media posts regarding award
- Included in press release sent to members and attendees after MCE

**Mike
Russell**
**TRUCKING IMAGE
AWARD**