



Celebrating the Past - Looking to the Future



The Tire Industry Association Commemorates 100 Years in 2021

Be a Part of the Celebration

For 100 years, TIA and its predecessor organizations have provided guidance, support, training and education for its members, as well fought for them as industry, government, environmental competitive and technology issues emerged. Initially focused on independent tire dealers and retreaders, the association has evolved over the years to serve the entire tire industry providing government affairs, training, conferences/events and more. TIA's history is the history of the tire industry.

EVENTS AND SPONSORSHIP OPPORTUNITIES

Government Affairs TopGolf Benefit

SUNDAY, OCT. 31: 2:00 p.m.-4:00 p.m.

TIA has organized a golf outing and reception at TopGolf Las Vegas to benefit TIA's government affairs efforts. The fun-filled day will include reserved bays, two-hours of golf, food, drink and fun!

TIA serves a vital role representing all aspects of the tire industry at the state and federal levels of government. The association works to protect the best interests of its members against legislative and regulatory issues that could threaten the industry's growth and well-being. TIA takes leadership positions on legislative matters that could impact our members' bottom lines including taxes, general business and employment issues, right to repair laws and health care reform.

Tire Industry Honors Luncheon

MONDAY, NOV. 1: 11:30 a.m.-12:45 p.m.

TIA will move the Tire Industry Honors program in 2021 to a luncheon at The Cosmopolitan of Las Vegas hotel and casino. Called the Tire Industry Honors Luncheon, the program tentatively will include the Tire Industry Hall of Fame Induction Ceremony, recognition of the winners of *Tire Business'* Tire Dealer Humanitarian Award, *Tire Review's* Top Shop award and TIA's Industry Achievement Award, *Modern Tire Dealer's* portrait presentation to the outgoing TIA president and the announcement of the Michelin/TIA Scholarship winners. The Honors Luncheon is open to TIA members and is complimentary for those registering to attend.

Gala Evening Celebration Reception & Program

MONDAY, NOV. 1: Reception 6-7 p.m., Program 7:30-10:00 p.m.

Monday evening, the Tire Industry Association will pull out all the stops for a gala evening at The Cosmopolitan of Las Vegas hotel and casino. Guests will gather at the hotel's highly regarded venue, The Chelsea, a location inspired by some of the world's most iconic concert halls such as The Olympia in Paris and The Apollo Theatre in London.

Attendees will enjoy a cocktail reception surrounded by The Chelsea's stunning design of industrial grit and artistic glamour. The program will feature a well-known keynote speaker, live entertainment, speeches by the incoming and outgoing TIA presidents and memorable anniversary presentations about the Tire Industry Association's iconic and historic past.

This promises to be a night to remember as the association celebrates its past and looks to its future.

Global Tire Expo/SEMA Show

TUESDAY-THURSDAY, NOV. 2-4: 9 a.m.-5 p.m. & FRIDAY NOV.5: 9 a.m.-4 p.m.

Attend the Global Tire Expo (GTE)/SEMA Show, the largest gathering of the tire and automotive aftermarket industries in North America. GTE/SEMA is about new technology and equipment, better ways of selling and servicing tires, learning new ideas and sharing best business practices.

In addition to the tire-company and tire-related supplier booths at GTE in the SEMA Show's South Hall, TIA will conduct several training seminars on topics of interest to tire dealers and the industry.

KEY BENEFITS OF SPONSORING

EXPOSURE – Inclusion of branding throughout the marketing campaign and at Global Tire Expo Pre-Show events.

COMPETITIVE EDGE – Position yourself ahead of the competition by establishing your presence at the key industry event of the year.

MAKE CONNECTIONS – An invaluable networking opportunity, providing a social and enjoyable environment to meet with attendees.



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SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIPS

- ~~Gala Anniversary Celebration Keynote Speaker~~ **SOLD**
- ~~Gala Anniversary Celebration Entertainment~~ **SOLD**
- Gala Anniversary Celebration Reception**

Includes Benefits listed at the bottom of column, plus:

- Press Release showcasing sponsorship
- Up to 16 comp tickets to Gala Anniversary Celebration Program
- Six banner ads in monthly Tire Industry Association e-News
- One full-page congratulatory ad in the special summer 2021 commemorative edition of *Today's Tire Industry* magazine

GOLD: SPONSORSHIPS \$15,000

- Gala Anniversary Celebration Program Beverage Sponsor** **ON HOLD**
(limited to two sponsors – one sponsorship available)

Includes Benefits listed at the bottom of column, plus:

- Up to eight comp tickets to Gala Anniversary Celebration Program
- Three banner ads in monthly Tire Industry Association e-News
- One half page congratulatory ad in the special summer 2021 commemorative edition of *Today's Tire Industry* magazine

SILVER: SPONSORSHIP \$10,000

- Gala Anniversary Celebration Dessert Sponsor** *(limited to two sponsors)*

Includes Benefits listed at the bottom of column, plus:

- One banner ad in monthly Tire Industry Association e-News
- One quarter page congratulatory ad in the special summer 2021 commemorative edition of *Today's Tire Industry* magazine

BRONZE: SPONSORSHIPS \$5,000

- TIA GTE Bag Sponsor at the SEMA Show** *(limited to one sponsor)** **ON HOLD**
- TIA GTE Members Lounge at the SEMA Show** *(limited to one sponsor)** **ON HOLD**
- TIA GTE Education Track: ATS & Truck Tires at 10, Management & Tires at 2 at the SEMA Show***
- Tire Industry Honors Luncheon**
- Gala Anniversary Commemorative Printed Program Sponsor** **ON HOLD**
(limited to one sponsor)

*Reserved for GTE/SEMA Exhibitors only.

SUPPORTING SPONSORSHIPS

- Government Affairs TopGolf General Sponsor \$250**
- General Pre-Show Sponsor \$2,500**

BENEFITS OF SPONSORSHIP (ALL LEVELS):

- Professionally designed signage displayed at sponsored event.
- Sponsorship recognition in TIA's award-winning *Today's Tire Industry* magazine, eNews and website.
- Sponsorship recognition in Gala Anniversary Commemorative Printed Program
- Sponsors exhibiting at the GTE/SEMA Show also will be featured on sponsorship signage at TIA booth.

TIA 100TH ANNIVERSARY SPONSORSHIP PLEDGE FORM

Sponsorship pledge due by Sept. 3, 2021.

E-mail completed form to lpindell@tireindustry.org or fax to 301.430.7283.

Date _____

Contact _____

Company Name *(as it should appear on promotional signage)*

Mailing Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

SPONSOR PLEDGE: I would like to Sponsor _____

Total Amount \$ _____

Check (Payable to TIA in U.S. \$)

Bill me VISA MasterCard AMEX _____

Credit Card Number _____

Expiration Date ____/____/____

Card Holder Name _____

Card Holder Signature _____

Please note: Sponsorship opportunities available on a first-come first-serve basis.

Feel free to contact LaKisha Pindell, Director of Meetings, with any questions at 800.876.8372, ext. 104 or lpindell@tireindustry.org.

www.tireindustry.org