



CTA Circle Club Program

Unlock Your Organization's Potential

The California Trucking Association Circle Club Program provides organizations with maximum value and convenience to reach CTA carrier members. When you're a member of the CTA Circle Club, you pay one upfront cost for your entire organization once a year. Benefits include access to a wide variety of promotional opportunities to get in front of the CTA membership, your potential customers. We are giving you access to the tools and resources needed to help your organization significantly enhance its reach.

The Program

Circle Club offers a variety of package options designed to meet the needs of any Allied Partners:

- Flexible promotional opportunities—customized to meet your needs.
- Convenient set-up—pay once and utilize opportunities all year round!
- Excellent customer service—a dedicated concierge is available to help you set up and manage your Circle Club membership.

Why Circle Club?

- **Value, value, value.** With savings on CTA advertising and promotional programs, it's the most cost-efficient and comprehensive solution to provide access to the CTA carrier membership all year long.
- **No hassle.** With pre-selected packages, you do not have to select promotional programs for your company in a silo. You know the options available each year and can utilize promotional programs based on your needs. Plus, there is a concierge to answer your questions and manage your program.
- **Increase your exposure and membership benefits.** Participation in the Circle Club Program shows that you have a vested interest in the California trucking industry and are a significant supporter of the California Trucking Association.

What's Next?

- Carefully review and select the package that works best for your organization's needs.
- Contact the Circle Club concierge at membership@caltrux.org to complete the registration.
- Designate a person at your organization to be the primary contact for your Circle Club Program.
- CTA will work with your staff contact throughout the year to ensure you are maximizing your Circle Club experience.



CTA Circle Club Partner Benefits

\$50,000+ — Exclusive Circle Club Partner

- Recognized as the official partner of CTA
- In-person educational opportunities promoted by CTA
- Monthly list of new members with full contact information
- Three additional email blasts provided by CTA (4 email blasts total)
- Two additional educational webinars (4 webinars total)
- Additional member mailing list (2 mailing lists total)
- 12-months total of advertisement on CTA website
- Two additional educational articles in *Caltrux* magazine (4 articles total)
- **Plus all other Executive, Winner, Premier and Preferred Circle Club Benefits**

\$25,000 — Executive Circle Club Partner

- Announcement to Membership of partnership
- Additional educational webinar promoted by CTA to CTA members (2 webinars total)
- Annual member mailing list provided by CTA
- 12-months total of advertisement on CTA website
- **Plus all other Winner, Premier, and Preferred Circle Club Benefits**

\$15,000 — Winner Circle Club Partner

- Announcement to Membership of partnership
- Annual email blast provided by CTA
- 12-months total of advertisement on CTA website
- Additional educational article in *Caltrux* magazine (2 articles total)
- **Plus all other Premier and Preferred Circle Club Partner Benefits**

\$10,000 — Premier Circle Club Partner

- One educational webinar promoted by CTA to CTA members
- Four additional months of advertisement on the CTA website (8 months total)
- **Plus all other Preferred Circle Club Partner Benefits**

\$5,000 — Preferred Circle Club

- Four months of advertisement on the CTA website
- Acknowledgement at all CTA events
- One educational article in *Caltrux* magazine annually.
- 20% discount on advertisements for *Caltrux* magazine and CTA website
- Acknowledgement in all Unit meetings
- Promotional flyer in all new member packages
- Acknowledgement on CTA website
- Acknowledgement in printed membership directory
- Enhanced listing on online membership directory
- Use of CTA Circle Club logo

**To complete a partner application, please contact us at
916-373-3500 or tferguson@caltrux.org.**