



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 Partner:

- 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.
- **Target audience.** CTA members spend nearly \$11.3 billion annually on products and services. Our carrier members range from individual owner-operators, to small family-owned for-hire fleets, to the world's largest international carriers.
- **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+ — Elite Circle Club Partner

- Recognized as Elite 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)
- 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 as a Executive Partner of CTA
- Additional educational webinar promoted by CTA to CTA members (2 webinars total)
- Annual member mailing list provided by CTA
- **Plus all other Winner, Premier, and Preferred Circle Club Benefits**

\$15,000 — Winner Circle Club Partner

- Announcement to Membership as a Winner Partner of CTA
- Annual email blast provided by CTA
- 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

- Announcement to Membership as a Premier Partner of CTA
- One educational webinar promoted by CTA to CTA members
- **Plus all other Preferred Circle Club Partner Benefits**

\$5,000 — Preferred Circle Club

- Announcement to Membership as a Preferred Partner of CTA
- Twelve months of advertisement on the CTA website
- One educational article in *Caltrux* magazine annually.
- Promotional flyer in new member packages
- 20% discount on advertisements for *Caltrux* magazine and CTA website
- Acknowledgement in Unit meetings
- Acknowledgement at CTA events
- 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 Tina Ferguson at tferguson@caltrux.org.