

BCTA AGM & CONFERENCE 2026 SPONSORSHIP PACKAGE

JUNE 4 & 5, 2026 | KELOWNA, BC



GRAND OKANAGAN RESORT

KELOWNA, BC | JUNE 4 & 5, 2026

TWO DAYS OF INDUSTRY CONNECTION, INSIGHT AND CELEBRATION

PARTNER WITH BCTA IN KELOWNA

The BCTA AGM & Conference brings together leaders from across British Columbia's trucking industry for two days of business discussion, learning, networking and celebration.

This annual event offers sponsors a valuable opportunity to connect directly with carriers, suppliers, industry stakeholders and decision-makers from across the province. From the keynote and workshop sessions to shared meals and the closing banquet, sponsors are recognized as key partners in helping bring the event to life.

DAY ONE

- Annual General Meeting
- Keynote presentation: **Mandy Gill**
- Welcome Night dinner

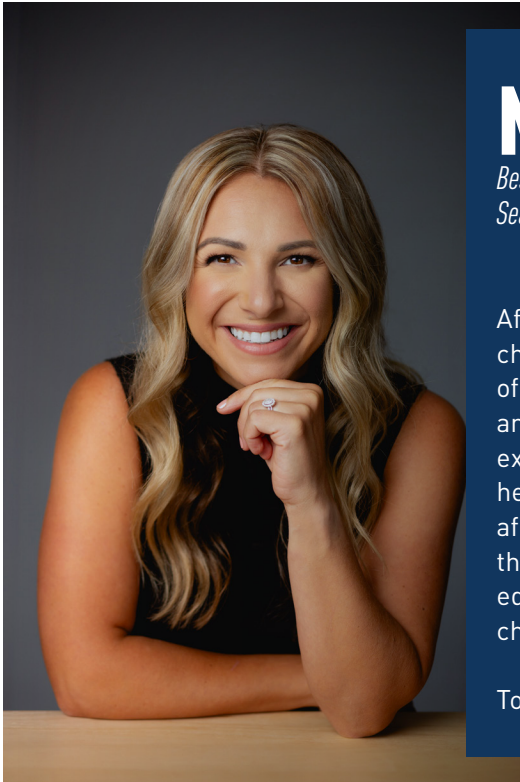
DAY TWO

- Breakfast
- Workshop: Mandy Gill
- Business session: Dr David Williams, Business Council of British Columbia
- Luncheon & Driver of the Year Award presentation
- Sponsored activity (optional)
- Closing Banquet

With a focused audience and multiple opportunities for brand visibility, this event provides strong value for organizations looking to build relationships and raise their profile within BC's trucking sector.

See our two-day conference program [here](#).

KEYNOTE SPEAKER



MANDY GILL

*Bestselling Author on Resilience, Ultra Endurance Athlete,
Seasoned Broadcaster, Keynote Speaker*

After building and scaling one of the world's most effective behavior change apps, Hooked on Healthy Habits, Mandy Gill has amassed one of the world's largest datasets focused on goal-setting, resilience, and maximizing positive results with over 10,000 clients coached to extraordinary achievements. Drawing on this extensive research and her personal journey of extreme endurance, Mandy is a highly sought-after keynote speaker and bestselling author who helps leaders and their teams not just survive but thrive in the face of uncertainty by equipping them with field-tested strategies to navigate inevitable challenges and transform setbacks into competitive advantages.

To learn more about Mandy, visit her [website](#).

SPONSORSHIP OPTIONS

PRESENTING SPONSOR — \$15,000 QUANTITY AVAILABLE: 1

Provides top billing across the full event.

- Exclusive designation as Presenting Sponsor of the BCTA AGM & Conference 2026
- Premier logo placement on all event promotional materials
- Recognition in pre-event marketing, website, event signage, slides, and post-event recap
- Exclusive sponsor social media recognition before and after the event
- Verbal recognition from stage throughout the event
- Opportunity to provide welcome remarks at the conference keynote
- One-minute long promotional video (provided by sponsor or produced by BCTA) to be played before the keynote, workshop, business session & lunch, on rotation with sponsor logos
- Full-page ad in event program
- Logo board

BANQUET SPONSOR — \$10,000

QUANTITY AVAILABLE: 1

A marquee social sponsorship and one of the most visible opportunities.

- Exclusive sponsorship of the closing banquet
- Verbal recognition from stage throughout the banquet
- Logo recognition on banquet signage, slides, and program materials
- Opportunity for company representative to provide podium remarks
- Sponsor recognition from emcee
- Premium logo placement in event materials
- Opportunity to place branded item or centerpiece insert at tables
- Exclusive sponsor social media recognition before and after the event
- Half-page ad in event program
- Logo board

WELCOME NIGHT SPONSOR — \$8,500

QUANTITY AVAILABLE: 1

A strong networking-focused opportunity for visibility on night one.

- Exclusive sponsorship of the welcome dinner
- Logo on event signage and slides during the dinner
- Opportunity for brief remarks or toast
- Recognition in event promotions and website listing
- Opportunity to provide branded takeaway or table item
- Social media recognition before and after the event
- Quarter-page ad in event program
- Logo board

SOLD

LUNCHEON SPONSOR — \$7,500

QUANTITY AVAILABLE: 1

A high-value sponsorship in the middle of the main conference day.

- Exclusive sponsorship of luncheon
- Logo on luncheon signage and presentation slides
- Verbal acknowledgement from podium
- Opportunity to provide brief remarks
- Recognition on website, event materials, and social media
- Logo board

SOLD

KEYNOTE SPONSOR — \$6,000

QUANTITY AVAILABLE: 1

Be connected to insight, thought leadership, and the main-stage program.

- Exclusive sponsorship of keynote presentation
- Sponsor recognition before introduction of keynote speaker
- Logo on keynote session slide and signage
- Opportunity to introduce the keynote speaker
- Recognition in event materials, website, and social media

WORKSHOP SPONSOR — \$5,000

QUANTITY AVAILABLE: 1

Align with learning and self-improvement.

- Exclusive sponsorship of workshop session
- Logo on workshop signage and slides
- Verbal acknowledgement by emcee
- Opportunity to introduce workshop speaker/session
- Recognition in event materials and website

SOLD

BREAKFAST SPONSOR — \$4,000

QUANTITY AVAILABLE: 1

A practical and visible morning sponsorship with strong attendee exposure.

- Exclusive sponsorship of breakfast
- Logo recognition on breakfast signage and slides
- Verbal recognition from stage
- Recognition in event materials and on website

SOLD

BUSINESS SESSION SPONSOR — \$3,500

QUANTITY AVAILABLE: 1

A smaller but targeted sponsorship for sponsors wanting presence during conference content.

- Exclusive sponsorship of business session
- Logo recognition during business session/slides
- Verbal acknowledgement from podium
- Recognition in event materials and website

SOLD

LOGO BOARD — \$350

Your company logo will be featured on a shared sponsor board displayed prominently throughout the full two-day conference, alongside other supporting organizations. This is a simple and effective way to maintain brand visibility, demonstrate your commitment to the industry, and be recognized as a valued supporter of the event. It is also easy to add to your registration — when registering, simply select the option that includes a logo board sponsorship.

ADD-ONS

(ONLY TO BE ADDED WITH A SPONSORSHIP OPTION FROM ABOVE)

Lanyard Sponsor	+ \$3,500
Reception	+ \$3,000
Banquet Photobooth	+ \$2,500

Patio Pour **SOLD** +\$5,500 (+ additional incurred beverage & catering costs)

PATIO POUR ACTIVITY **SOLD**

Invite attendees to step out onto the patio and enjoy a hosted tasting of local craft beer or wine during the afternoon break on day two of the conference. This relaxed activity offers a sponsor the opportunity to create a memorable experience, connect directly with attendees, and showcase their brand in a casual, social setting.

Includes:

- exclusive sponsorship of the patio craft beer/wine tasting
- opportunity to host and engage directly with attendees
- branded signage at the tasting station
- recognition on the event webpage and in event materials
- verbal recognition during the event
- opportunity to provide a branded item, prize draw, or giveaway

Guests rotate through a few local craft beer OR wine tasting stations on the patio. At each tasting station, they stamp or initial their tasting card after trying a sample. Last station can be a mystery sample bonus stop- anyone who completes the stations gets to access the final mystery sample/premium pour. The sponsor hosts the bonus station personally.

A sponsor representative or brewery partner can briefly introduce each beer at the stations. Sponsor staff can welcome guests and chat between pours. They can also run a prize draw tied to participation (i.e. to qualify for a prize draw, attendees must visit all stations).

FOR MORE INFORMATION **Sandra Stashuk**, Membership & Events Lead
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