



TRUCK SHOW SPONSORSHIP

Stanislaus County Fairgrounds, Turlock, CA | September 25-27, 2026

SOZAMEMORIALTRUCKSHOW.COM



IN MEMORY OF AJ SOZA



YOUR SPONSORSHIP SUPPORTS THE AJ SOZA DYSLLEXIA FOUNDATION

The Soza Memorial Truck Show was established to honor the memory of those we've lost and to celebrate the enduring spirit of the trucking community. Founded by the Soza family and Soza Trucking, this annual gathering fosters brotherhood, unity, and lasting friendships among truckers. It's a time to reminisce, share laughter, and revel in our shared passion for trucks.

Beyond camaraderie, the event supports a meaningful cause: all proceeds benefit the AJ Soza Dyslexia Foundation. By sponsoring or attending, you're not only joining a community celebration but also contributing to a foundation dedicated to making a positive impact. Your involvement ensures the success of this event and supports a cause close to our hearts.

Join us from September 25-27, 2026, for the 6th Annual Soza Memorial Truck Show & Tractor Pulls. Whether you're a truck enthusiast, a supporter of the cause, or someone seeking a weekend of unity and fun, this event offers something special for everyone. Your participation helps us honor cherished memories and build a brighter future together.

SPONSORSHIP PACKAGES



	Full Sponsor \$10,000	Half Sponsor \$5,000	Quarter Sponsor \$2,500	5K Sponsor \$2,000	Gold Sponsor \$1,500
Event Tickets (3-Day Pass)	30 Tickets	20 Tickets	30 Tickets	20 Tickets	15 Tickets
Logo on Event Shirts	✓	✓	✓	✓	✓
Event Program Ad	Full Page	1/2 Page	1/2 Page	1/4 Page	Logo
Event Website Recognition	✓	✓	✓	✓	✓
On-Site Event Recognition	Full Banner	Full Banner	1/2 Banner	1/4 Banner	Shared Banner
Award & Trophy Sponsorship	Participant	Participant	1st-3rd Place	1st-3rd Place	1st-3rd Place
Pre-Event Marketing - Social	✓	✓	✓	✓	✓
Pre-Event Marketing - Highlight Video (30 sec.)	✓	✓	✓	✓	
Pre-Event Marketing - Print/Digital Ads	✓	✓	✓	✓	
Pre-Event Marketing - Radio	✓	✓	✓		
Event Booth Size	48x48 ft.	36x36 ft.	24x24 ft.	12x12 ft.	12x12 ft.
Event Booth Location	Preferred	Preferred	Preferred		
Recognition Announcements During Event	✓	✓	✓	✓	
Concert Sponsor	✓	✓			
VIP Parking Passes	20 Passes	15 Passes	10 Passes	5 Passes	
Swag Bag Sponsor	✓				
Concert Walk-On Recognition	✓				

GROUP RATES

For pricing of 10 or more event tickets please contact Ashleigh Soza at:

(209) 247-9739 or email
sozamemorialtruckshow@yahoo.com

OTHER INQUIRIES

All other inquiries please email to
sozamemorialtruckshow@yahoo.com

SPONSORSHIP PACKAGES

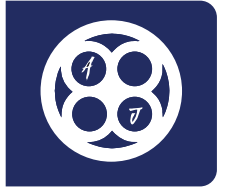
Our signature sponsorship packages are designed for partners who want to play a meaningful role in the Soza Memorial Truck Show while gaining strong, consistent visibility throughout the entire event. Built around the spirit of community, remembrance, and passion for trucking, each package offers a well-rounded mix of brand exposure and on-site presence that connects you directly with attendees in an authentic way.

Each sponsorship level includes a curated combination of benefits such as event signage, digital promotion, on-site recognition, and premium placement opportunities. These elements are intentionally structured to maximize engagement, ensuring your brand is seen, remembered, and associated with an extremely impactful event.

Only sponsors who commit to a full package at the designated level will receive the complete set of benefits and inclusions outlined below. By partnering at one of these levels, you're not just gaining visibility—you're supporting a meaningful cause and helping carry forward the mission of honoring lives, strengthening community, and giving back through the AJ Soza Dyslexia Foundation.



FULL
\$10,000



HALF
\$5,000



QUARTER
2,500



2K TIER
\$2,000



GOLD
\$1,500



SIGNAGE OPPORTUNITITES

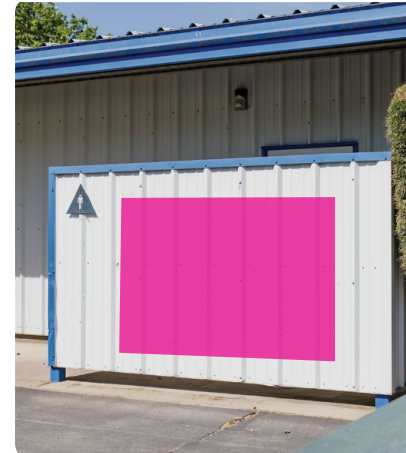
NUMBER	SIGNAGE DETAILS	COST	CAPACITY
Space 1	A-Frame - Along walkways	\$1,500	8
Space 2	Prime Foot-Traffic Banners - Near amenities	\$2,500	10
Space 3	Mirror Clings - Restroom Mirrors	\$850	12
Space 4	Tractor Fence Banners- Along tractor area	\$2,200	9
Space 5	Low Barn signage	\$1,400	6
Space 6	Table Tents - At picnic tables	\$800	10
Space 7	Fence Signage - General fences	\$1,200	8
Space 8	High Barn Signage - On livestock barns	\$2,000	4



SPACE 1 – A FRAME WALKWAYS

3' X 2' OR 3' X 6' W - \$1,500

Short Description: Flyer in A-frame near multiple walkways



SPACE 2 – PRIME FOOT TRAFFIC

VARYING SIZES - \$2,500

Note: Exteriors of restrooms and near high traffic areas



SPACE 3 – MIRROR/WALL CLINGS

4.5" W X 6.25" H - \$800

Note: Placed in all available restrooms (pictured are mockups)



SPACE 4 – TRACTOR FENCE BANNERS

10' W X 6' H - \$2,200

Note: Sizing may adjust slightly based on fence dimensions



SPOT 5 – LOW BARN SIGNAGE

24"W X 60"H - \$1400

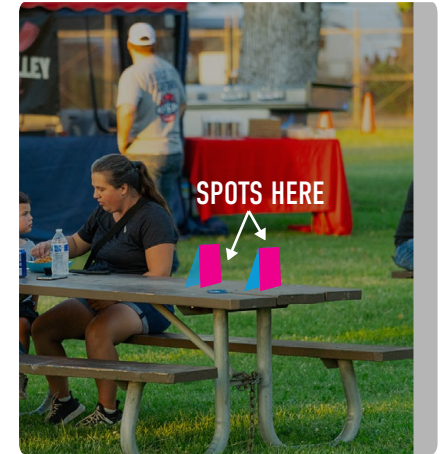
Vertical hanging banners



SPOT 6 – TABLE TENTS

114.25"W X 119.5"H - \$800

Tables in grass areas (spread out)



SPOT 7 – GENERAL FENCE SIGNAGE

20"W X 16"H - \$1,200

Flyers on fenced areas surrounding venue



SPOT 8 – HIGH BARN SIGNAGE

4' W X 3'H - \$2,000

Horizontal banners

ADDITIONAL SPONSORSHIP OPPORTUNITIES

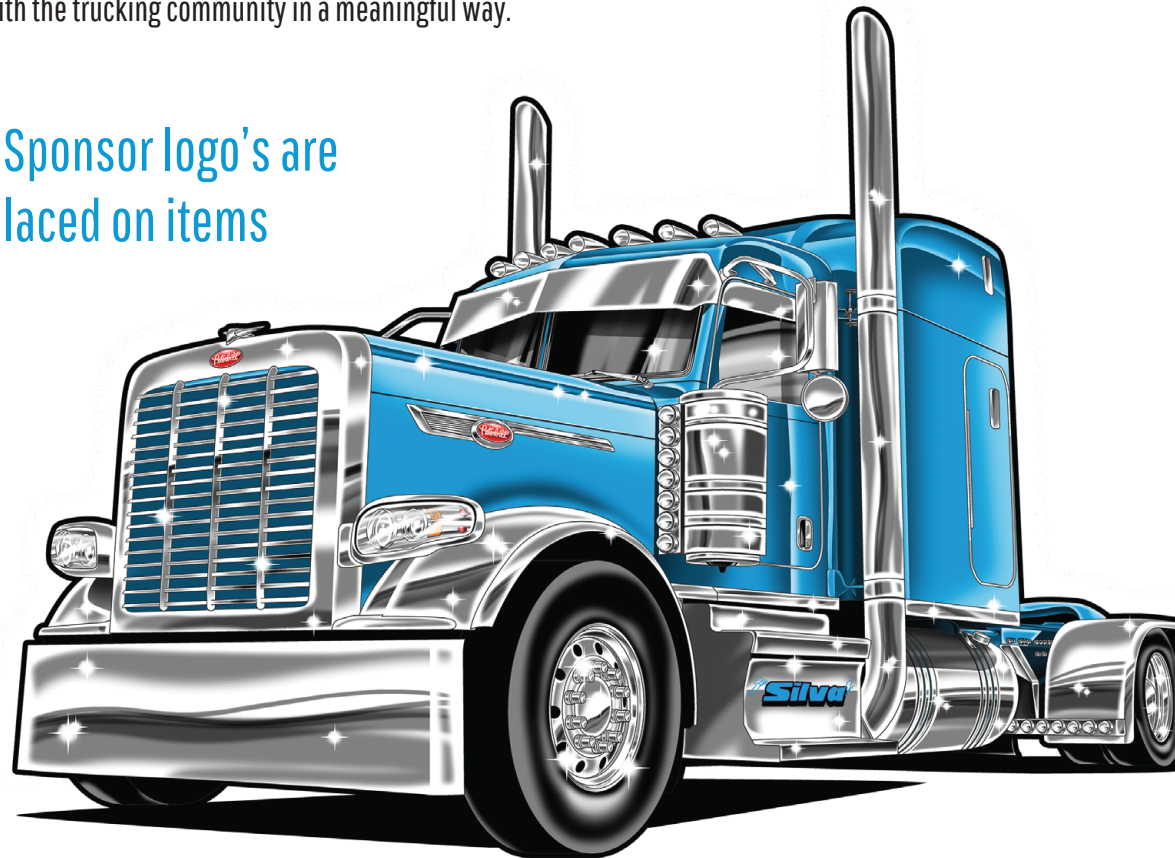


	PRICE
12 x 12 ft. Booth Space	\$500.00
12 x 24 ft. Booth Space	\$700.00
Logo on Event Shirts	\$300.00
"Best of Show" Trophy Sponsor	\$2,000.00
Specialty Trophy Sponsor	\$500.00
1st Place Trophy Sponsor	\$200.00
2nd Place Trophy Sponsor	\$150.00
3rd Place Trophy Sponsor	\$100.00
All Trophy Sponsor (1st, 2nd, and 3rd place)	\$400.00
Banner Advertising (Full/Half)	\$300/\$150
Standing Sign Sponsor	\$500.00
Backpacks	\$500.00
Wristband Sponsor	\$1200.00/day
Show Rag	\$2000.00
Magnet	\$500.00
Drink Coozie	\$750.00

Our additional sponsorship opportunities offer high-impact visibility across key moments of the Soza Memorial Truck Show—from registration and gathering spaces to meals and event touchpoints. These placements put your brand directly in front of the community where interaction and connection happen most.

Each opportunity is designed to align your brand with real moments of engagement, ensuring consistent, natural exposure throughout the event. These premium placements allow sponsors to stand out and connect directly with the trucking community in a meaningful way.

**Sponsor logo's are placed on items*



SWAG BAG SPONSOR

(EXCLUSIVE) – \$10,000

Place your logo alongside Soza on the official event tote—a high-visibility keepsake used throughout the Soza Memorial Truck Show and beyond. Each attendee receives a co-branded bag at check-in, keeping your brand in hand all weekend long.

SPONSORSHIP INCLUDES:

- Company logo featured alongside Soza on all event tote bags
- Recognition in event signage, printed materials, and online promotion





BECOME AN OFFICIAL SPONSOR TODAY!

For more information on sponsorship opportunities, please contact us at
(209) 247-9739 or email sozamemorialtruckshow@yahoo.com