



26 November 2020
The Vox Centre, Birmingham

www.truckanddriver.co.uk



The Award objectives



To showcase the achievements and dedication of drivers in the road transport industry



Demonstrate support and confidence in the key people within the industry



Celebrate the best of the best; the drivers that keep the wheels of road transport turning

The sponsorship package

campaign in print, online and social media from May to December



A dedicated landing page with sponsor area to include your message and links



Involvement in the judging of your category



Logo will appear next to your sponsored category



High visibility and branding at the awards night, with a table for up to 10 of your guests



Awards editorial coverage in **Truck & Driver** magazine



For further information contact **Emma Tyrer**, Sales Director • Mobile: 07900 691137 • Email: emma.tyrer@roadtransport.com



Sponsorship benefits

Be associated with some of the best driving professionals from the transport industry



Make your company stand out from your competitors in the driver market



Promotion at Convoy in the Park



Reaching out to **23,113** Truck & Driver readers every month



Placing your company in front of **11,643** unique users online at www.truckanddriver.co.uk and **112,602** unique users at www.trucknetuk.com




Benefit from a social media reach of over **50,000** followers across all **Truck & Driver** platforms



Be seen by over 500 leading figures from within the industry on the awards night



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2020 Award categories



Young Driver of the Year
Promoting young people in the industry by shining the spotlight on someone who is beginning their career but demonstrating that they are a professional driver. This person must be under 30 and hold a C1 driving licence.



Lifetime Achievement
Celebrating the life and work of a senior driver or company owner. This person must be 50 or over.



Champion of Drivers
Special category to reward a haulier that went above and beyond to support its drivers during the coronavirus outbreak.



Hero of Haulage
A person who is a shining light in the industry, at the top of their profession, an example to others, or someone who continually goes above and beyond the call of duty to help others

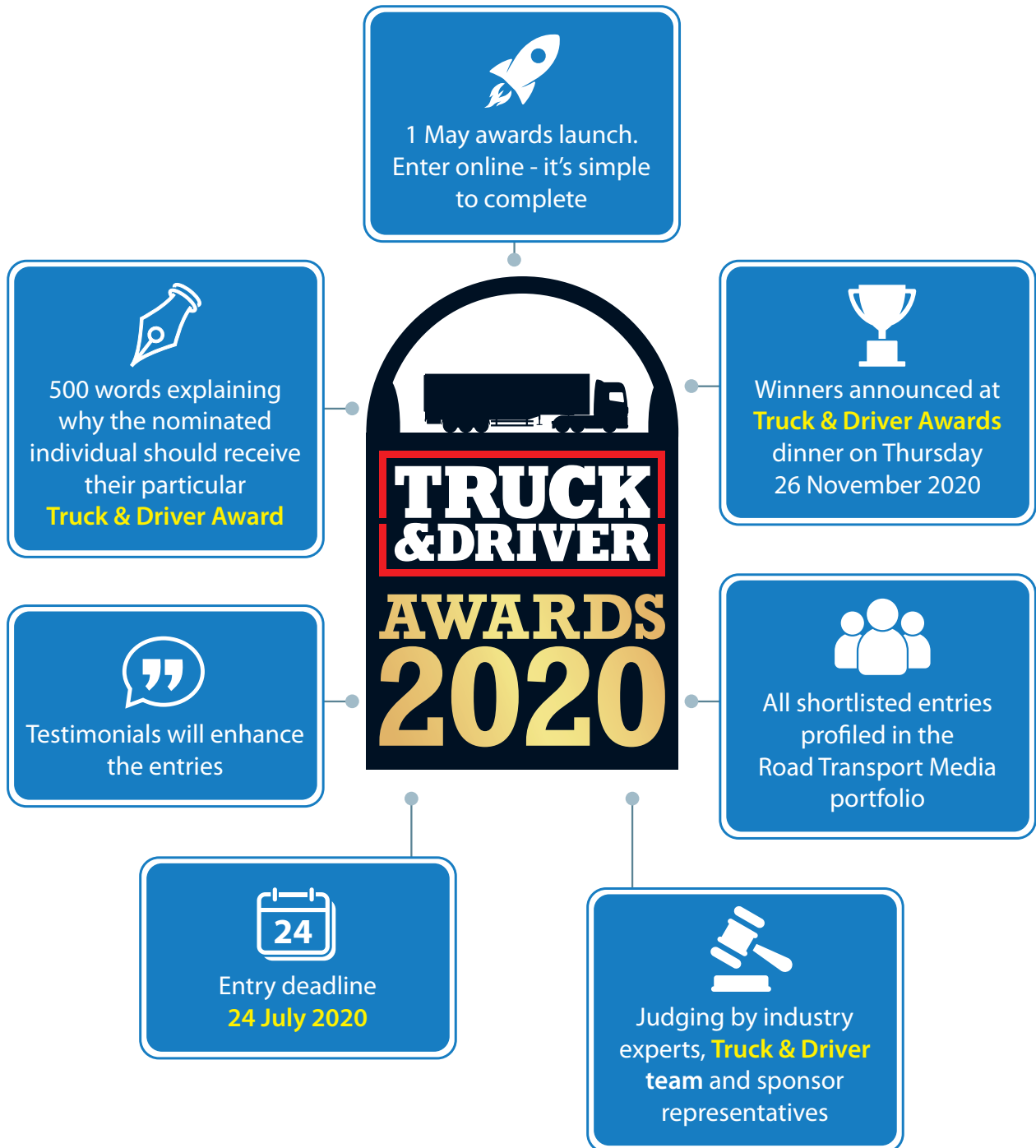


Truck of the Year
(As voted for by the Truck & Driver readers)
Readers send in their votes for the best truck built in 2019/20. Shortlist drawn up for final round of voting. Truck gets to be Editor's Choice in T&D

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Entries and judging



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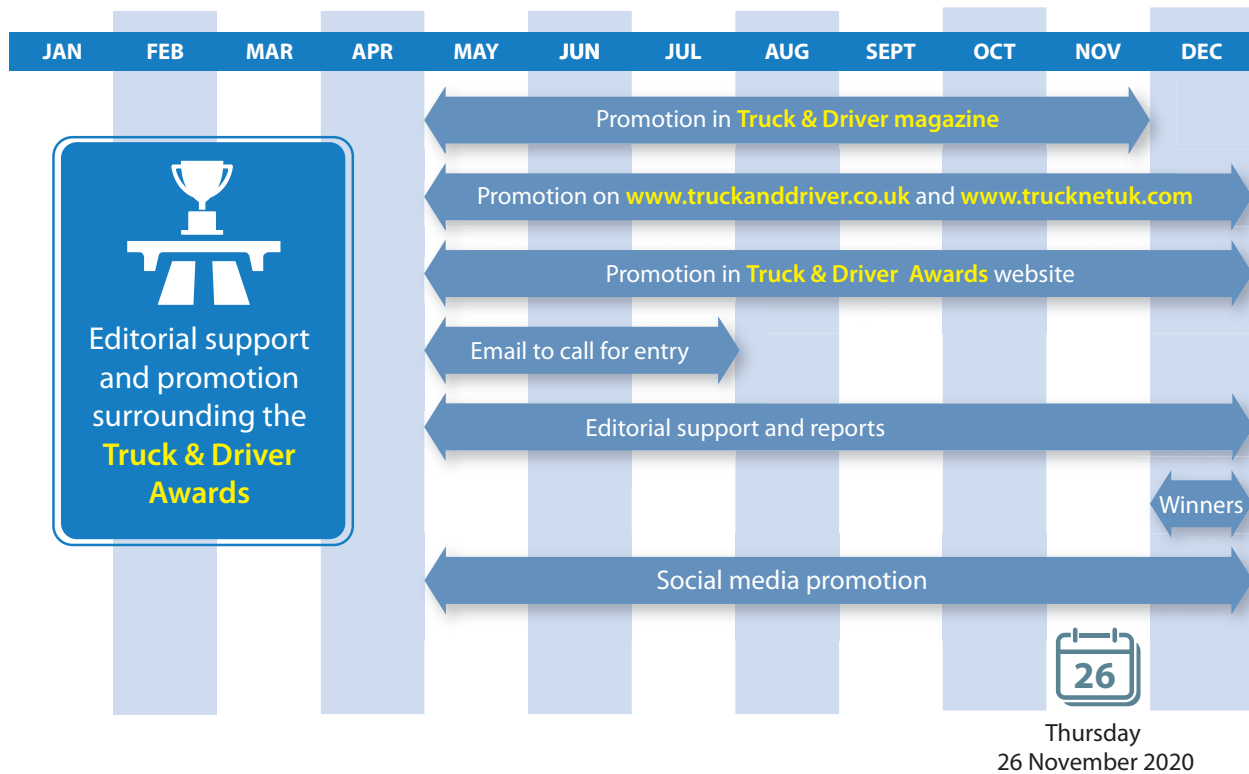


Awards marketing

Fully integrated campaigns across multiple channels, supporting table sales, award entries and awareness



Awards timeline



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