



## RUN ON LESS REGIONAL

Support the People, Trucks, and Innovations that Deliver Our Products Every Day

### SPONSORSHIP

Freight efficiency is important regardless of duty cycle. That's why the **North American Council for Freight Efficiency** (NACFE) is planning Run on Less Regional, a fuel economy demonstration for trucks that typically travel no more than 300 miles from their base. As fleets try to get their drivers home more frequently, this segment of the market is getting increased attention and is growing in importance. Many new solutions are also helping to "organize" goods movement into more predictable and sometimes dedicated routes, likely creating more regional movement of goods.

### THE SUCCESS OF RUN ON LESS

NACFE will leverage the knowledge gained from its 2017 **Run on Less** event in which seven trucks delivering real freight in real world conditions—including two hurricanes and significant other challenges—achieved an average of 10.1 mpg over the course of the three-week event. Four had single days between 12.5 and 13.0 mpg.

Interest in the event was high and the Run on Less website saw over 6,000 sessions and 16,485 page views. Media coverage was extensive with an overall

### ABOUT RUN ON LESS REGIONAL October 2019

- Three-week, multi-region roadshow showcasing advancements in freight efficiency
- Will involve 10 regional haul participants
- Will demonstrate a variety of commercially available freight efficiency technologies
- Will provide real-time vehicle monitoring and reporting
- Will highlight emerging technologies, not yet commercially available, during Technology Days throughout the Run
- Results will be published in March 2020

ad value of the entire campaign exceeding \$3 million and the publicity value of the earned media campaign exceeding \$623,000. The event was featured in **Virgin.com blogs** authored by Sir Richard Branson, who has nearly 12 million followers on Twitter. NACFE anticipates even greater interest in Run on Less Regional.



## FEATURES OF RUN ON LESS REGIONAL

Run on Less Regional will feature 10 fleets operating in a variety of regional haul applications in different geographic and climate areas. As in the 2017 Run on Less, technology on the tractors and trailers must be commercially available.

For this year's event, we are:

- Working with organizations like Women In Trucking to diversify the driver base
- Planning to amp up the audience experience
- Expanding metrics to measure fuel efficiency in this specific sector of the trucking industry
- Promoting "Technology Days," specific moments in the demonstration focused on emerging solutions such as electrification, automation, and connectivity. *Contact us if you are interested in supporting a specific technology day.*

Results will be shared at a finale celebration during the North American Commercial Vehicle (NACV) show in Atlanta, October 28 to 31.

## RUN ON LESS 2017 SPONSORS

The event was made possible by sponsorship from Shell Lubricants, PepsiCo, Geotab, EPA SmartWay, Cummins, Great Dane, Meritor, P.S.I. Volvo, Dana, XStream Trucking, Heavy Duty Trucking, ICCT, BASF, Ryder, Eaton, Michelin, Lubrizol, Smart Truck, Wabash, Velociti, Rolling Strong, Bergstrom, NACV Show, Thermo King, Hendrickson, Pilot Flying J, IMI, Eco Flaps, Aperia, Link, Smart Drive, Freightliner, Flow Below, and Peloton.

## BE A PART OF RUN ON LESS REGIONAL

Help us turn this plan into reality. From fleets volunteering to take part in the demonstration to sponsors helping to underwrite the costs associated with it, Run on Less Regional can't happen without your support.

**Sponsorship opportunities are available at three levels:**

### Title Sponsors – \$50,000

- Includes naming rights for the event

### Event Sponsors – \$25,000 Each

- General event sponsorship or sponsorship of a specific part of the Run (Technology Day, Press Event RoL Finale, etc.). *Make a suggestion*
- Logo on website [runonless.com](http://runonless.com) with link to your site; signage and mention at events; on-stage appearance at Sunday Press Event RoL Finale; engagement in public relations plan
- Encouraged to link announcements and social media to the Run

### Supporter – \$5,000 Each

- For general, undefined support for Run on Less
- Logo on website [runonless.com](http://runonless.com) with link to your site and signage at events
- Encouraged to link announcements and social media to the Run

Thank you for helping us deliver Run on Less Regional to the industry. Contact Mike Roeth, [mike.roeth@nacfe.org](mailto:mike.roeth@nacfe.org), or via 260.750.0106 to formalize your commitment.