



2022
TECHFORCE FOUNDATION
**TECHS
ROCK**
AWARDS



PARTNER CAMPAIGN PREVIEW

Awards Dates: Oct. 24 - Dec. 6, 2022*

Nominations: Oct. 24 - Nov. 4, 2022

Public Vote: Nov. 28 - Dec. 2, 2022

Grand Prize Announced: Dec. 6, 2022

*Revised 9/22/2022

Objective and Overview

When Techs Rock, America Rolls!®

At TechForce, we're proud of the community of professional transportation techs who are striving to deliver the utmost in customer experience, exhibiting true excellence in their work, and driving the future of our industry!

That's why we're seeking the best technicians across the country and honoring them with the 2022 TechForce Techs Rock Awards. Award categories include:

- Outstanding Mentor
- Rookie of the Year
- Die Hard
- Barrier Buster
- Pay it Forward

WAIT! THERE'S MORE!

On 10/24, visitors will be able to view prizes and meet the judges at:

TechForce.org/TechsRock



2022
TECHFORCE FOUNDATION
**TECHS
ROCK**
AWARDS

Why Participate?

The 2022 Techs Rock awards are a truly unique and amazing opportunity to publicly recognize the hardworking transportation techs who keep your business – and many of your customers – running smoothly!

3 GREAT REASONS TO NOMINATE A TECH:

1. **Don't leave your techs in the dust!** Way too often, they're front-of-line with customers but back-of-line for rewards, recognition and PRIZES!
2. **Enjoy some bragging rights!** Show your team, customers and community how great your techs are and how they're trailblazing the way for the future of the industry!
3. **Your competitors are doing it!** So embrace your competitive spirit and make sure that YOUR team has the opportunity to be recognized as the best in the business!



How to Participate

The 2022 Techs Rock awards will “Go Live” on Monday, October 24, 2022. But participation doesn’t stop there!

Scroll through the following pages to see how you can help us **keep the CAMPAIGN BUZZING and the NOMINATIONS COMING** with a collection of creative tools and resources designed to drive folks to our awesome nomination page!

- **Digital and social media banners**
- **Email templates**
- **Print and digital ads and flyers**
- **Videos**
- **And more!**



IMPORTANT DATES TO REMEMBER!

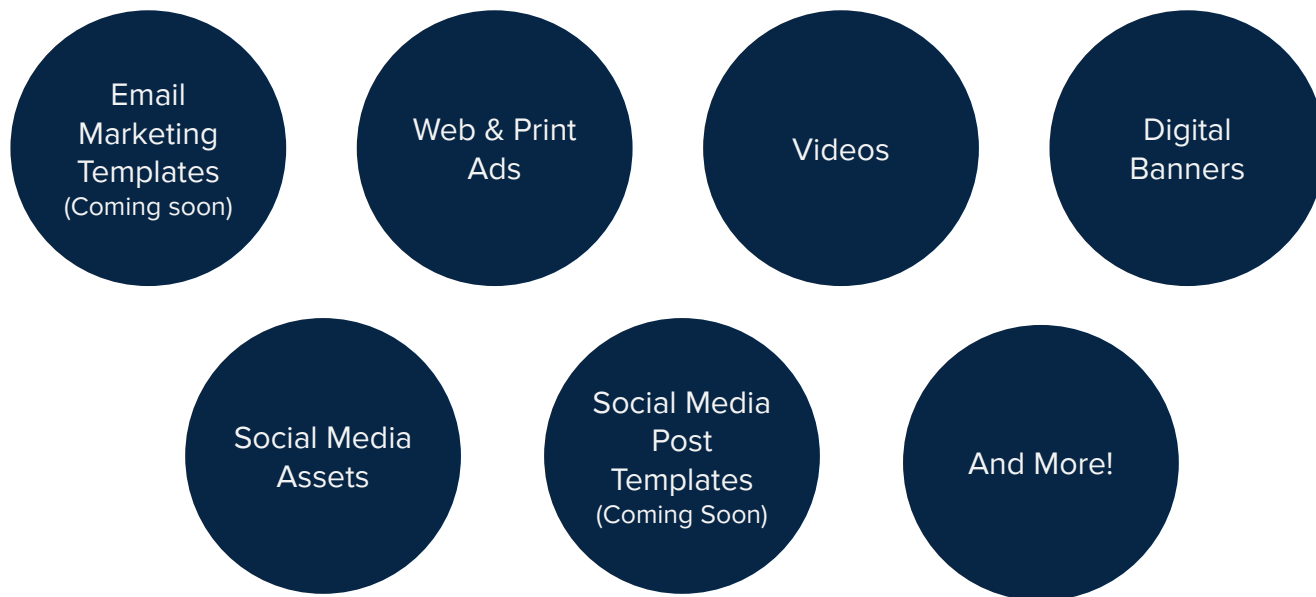
Nominations Open
Oct. 24, 2022 to
Nov. 4, 2022 // 5pm ET

**Category Winners
Announced and Grand Prize
Voting**
Nov. 28 - Dec. 2, 2022

**Grand Prize Winner
Announced**
Dec. 6, 2022

Get the Marketing Assets

Visit the TechForce partner portal at TechForce.Causetoolbox.org to download and share our collection of Techs Rock Awards marketing tools and assets.



Branding and Design



The graphic features a blue background with a diagonal pattern. On the left is a circular emblem with a green border containing white stars. Inside the circle is an orange trophy with the 'TF' logo on its cup and a black banner at the base that says 'AWARDS'. To the right of the emblem, the year '2022' is written in large white font. Below it, 'TECHFORCE FOUNDATION' is in smaller white font. 'TECHS' is in large green font, 'ROCK' is in large green font with a white star in a dark blue circle replacing the 'O', and 'AWARDS' is in large white font. At the bottom, a white text line reads: 'Celebrating the Nation's Most Accomplished Transportation Technicians! Submit a Nomination at: TechForce.org/TechsRock'.

2022
TECHFORCE FOUNDATION
TECHS
ROCK
AWARDS

Celebrating the Nation's Most Accomplished Transportation Technicians!
Submit a Nomination at: TechForce.org/TechsRock

Branding and Design

2022

TECHFORCE FOUNDATION

TECHS

ROCK

AWARDS



2022

TECHFORCE FOUNDATION

TECHS

ROCK

AWARDS

Web Banners



Social Banners



Countdown Banners (Nominations & Voting)



Email Assets

TechForce Techs Rock Awards - "Nominate a Technician" email for External Audience



Dear [FIRSTNAME],

We're excited to support the launch of the 2021 TechForce Foundation® Techs Rock Awards™, celebrating the nation's most accomplished transportation technicians!

We're proud of our professional technicians who passionately mentor and inspire the next generation of technicians, bring excellence to their work and community, and exhibit passion for the profession. We're seeking the best techs across the nation to honor across five categories:

1. **Outstanding Mentor** - Providing support and guidance to the industry's future techs.
2. **Rookie of the Year** - Up-and-coming tech professionals with under two years of experience.
3. **Die Hard Award** - Industry devotees who live, breathe, sleep, and thrive in their career.
4. **Barrier Buster Award** - Showing heart and passion in overcoming obstacles to succeed.
5. **Pay it Forward Award** - Being a community advocate and inspiring the next generation of techs.

Nominations are open until 5:00 PM EST on Wednesday, November 10, 2021. To learn more and nominate an amazing tech in your organization or community, visit www.TechForce.org/TechsRock

And don't forget – *When Techs Rock, America Rolls!*®

TechForce Techs Rock Awards - "Nominate a Technician" email for Internal Audience



Dear [FIRSTNAME],

We're excited to support the launch of the 2021 TechForce Foundation® Techs Rock Awards™, celebrating the nation's most accomplished transportation technicians!

Here at [COMPANY NAME], we're proud of the community of amazing technicians who consistently demonstrate their passion for the profession, bring excellence to their work and communities, and mentor and inspire the future workforce of technicians. We couldn't think of a better candidate pool of amazing nominees than those working within our own company!

Please take a moment to nominate a teammate or colleague for the Awards' five categories:


1. **Outstanding Mentor** - Providing support and guidance to the industry's future techs.
2. **Rookie of the Year** - Up-and-coming tech professionals with under two years of experience.
3. **Die Hard Award** - Industry devotees who live, breathe, sleep, and thrive in their career.
4. **Barrier Buster Award** - Showing heart and passion in overcoming obstacles to succeed.
5. **Pay it Forward Award** - Being a community advocate and inspiring the next generation of techs.

Nominations are open until 5:00 PM EST on Thursday, November 10, 2021. To learn more and nominate an amazing tech in your organization or community, visit www.TechForce.org/TechsRock

And don't forget – *When Techs Rock, America Rolls!*®

Landing Page

(Going Live on 10/21/22 at TechForce.org/TechsRock)



About Categories Prizes Judges Eligibility **2019 Winners**



2022
TECHFORCE FOUNDATION
**TECHS
ROCK
AWARDS**



Bogi Lateiner
CEO, Bogi's Garage

Hear more about the Techs Rock Awards from Bogi Lateiner, CEO of Bogi's Garage and Techs Rock Judge!

Celebrating the Nation's Most Accomplished Transportation Technicians!

About the TechForce Foundation Techs Rock Awards

When Techs Rock, America Rolls!® And here at TechForce, we're proud of the community of professional transportation technicians who are full of passion and grit, exhibit true excellence in their work and drive the future of our industry - ultimately propelling their companies to new growth and success.

That's why we're seeking the best technicians across the country and


Important Dates to Remember:

Nominations Open
October 25, 2021


Nomination Deadline
November 10, 2021 at 5 PM EST/ 2 PM PST

Prizes

Category Winners
Each of the five (5) Category Winners, as selected by an esteemed panel of judges, will receive a Snap-on professional toolkit valued at +\$1,000 USD.




Grand Prize Winner
One (1) Grand Prize Winner will receive a trip to Scottsdale, AZ, for the 2019 TechForce Foundation Leadership Summit and receive passes to 2019 Auto Week events.



Award Categories

- Rookie of the Year**
For up-and-coming tech professionals with under two years of experience.
[Nominate a Tech](#)
- Die Hard Award**
For industry junkies who live, breathe, sleep, and thrive in their career.
[Nominate a Tech](#)
- Barrier Buster Award**
For showing heart and passion in overcoming obstacles to succeed.
[Nominate a Tech](#)
- Pay It Forward Award**
For being a community advocate and inspiring the next generation of techs.
[Nominate a Tech](#)



Landing Page – Nomination Form

(Coming 10/21/22)



Nominations now open!

The deadline to submit nominations is **Wednesday, November 9, 2022, at 5:00 PM EST/ 2:00 PM PST.**
Nominations submitted after this date will not be considered.

Nomination Part 1 of 2: Your Information:

Nominator First Name*

Nominator Last Name*

Video Announcement w/ Bogi Lateiner



2022
TECHFORCE FOUNDATION
**TECHS
ROCK**
AWARDS



Utilize Our Team

Our team is here to help you succeed! Reach out with questions, **let us help you** customize marketing materials or assets, or simply **connect us with the right people** who can help make this campaign a huge success.

Remember - we're here for you, for the industry and, most importantly, **for Techs** and their families and communities.

Let's make them proud!



Mike Pressendo

CHIEF MARKETING &
STRATEGY OFFICER

mpressendo@techforce.org

(623) 445-9354



Benjamin Peoples

MARKETING MANAGER

bpeoples@techforce.org

(623) 445-9422

May the Best Tech Win!



2022
TECHFORCE FOUNDATION
TECHS
ROCK
AWARDS