



## The EGSA Technician of the Year Award (TOYA) Program Could Use a Friend Like You!

The EGSA Distributor Dealer Committee, on behalf of EGSA's Board of Directors, is seeking the EGSA Technician of the Year! We need your assistance to honor and showcase the value of our generator technician community.

EGSA will once again showcase and honor **THE** EGSA certified generator technician who has gone above and beyond in the technician world in 2021.

### What does the TOYA Honor Mean to the Industry?

The TOYA is on the way to becoming a beacon for On-Site Power, recognizing that generator technicians have not had a formal awards program to showcase their talents and strengths. The TOYA shines a light on those unsung heroes in our midst, who take the time and have the skills necessary to reach this pinnacle of our Industry.

Whether the recognition stems from an emergency response, an act of heroism, or consistently going beyond the call of duty, the EGSA TOYA winner is singular. There can be only one TOYA winner each year. The TOYA also showcases overcoming challenges and staying abreast of educational and EGSA Certification opportunities.

### Get Involved - We Have Sponsorships Available Right Now for 2021.

The On-Site Power Industry, as well as our EGSA community, draws some of our best energy from our technicians in the field. They are our front line, our customer service ambassadors, our service marksmen and we are ready to fire up the engine and share those watts!



Sponsorship Level	Electronic Media Benefits	Print Media Benefits
<p><b>GIGAWATT (GW) LEVEL - \$1,000</b>  <b>Manufacturers Only</b>  Manufacturers, support this worthwhile TOYA endeavor by donating \$1000.00 to the cause. The money will go towards making the event everything it needs to be for the winning technician. Get involved to help EGSA champion a recognition program that makes a mark on the generator technician community. These "Title" Sponsorships really make a difference!</p>	<p><b>Sponsor acknowledgement on:</b></p> <ul style="list-style-type: none"> <li>• Conference Website and app (if applicable)</li> <li>• All TOYA marketing emails (including application solicitations and the EGSA Dispatch with your company logo linked to your company website)</li> <li>• LinkedIn announcements</li> </ul>	<p>Company logo in "Thank the Sponsors" section of TOYA event articles and advertising in <i>Powerline</i> magazine.</p>
<p><b>TERAWATT (TW) LEVEL - \$500</b>  <b>Manufacturers &amp; Distributor Dealers</b>  This sponsorship is perfect for either a manufacturer or a distributor dealer who wants to make an impact on the program!</p>	<p><b>Sponsor acknowledgement on:</b></p> <ul style="list-style-type: none"> <li>• All TOYA marketing emails (including application solicitations and the EGSA Dispatch with your company logo linked to your company website)</li> <li>• LinkedIn announcements</li> </ul>	<p>Company logo in "Thank the Sponsors" section of TOYA event articles and advertising in <i>Powerline</i> magazine.</p>
<p><b>MEGAWATT (MW) LEVEL - \$250</b>  <b>Distributor Dealers Only</b>  Show your technicians that you believe in the worthwhile venture of honoring your service front line. Supporting technicians in this effort can improve morale and boost confidence and pride in their trade. It is also a great way to say, "I've got your back!"</p>	<p><b>Sponsor acknowledgement on:</b></p> <ul style="list-style-type: none"> <li>• All TOYA marketing emails (including application solicitations and the EGSA Dispatch with your company logo linked to your company website)</li> </ul>	<p>Company logo in "Thank the Sponsors" section of TOYA event articles and advertising in <i>Powerline</i> magazine.</p>
<p><b>ADDITIONAL HORSEPOWER LEVEL - \$100</b>  <b>Industry Professionals, Retired Technicians &amp; Service Individuals Only</b>  This sponsorship level will help bring the EGSA "swag" to the table. We know you've seen those award shows where the people who are honored get some great take home prizes, or parting gifts! We want to harness that energy by selecting gifts that a technician might want and need - things like a new tool belt, a set of wrenches, the list is being considered right now! Help us bring the additional horsepower with your kind donation of \$100.</p>	<p>Name recognition within each EGSA email relating to the TOYA.</p>	<p>Company name in "Thank the Sponsors" section of TOYA event articles and advertising in <i>Powerline</i> magazine.</p>
<p><b>TOYA LEGACY SPONSORSHIP - \$1,000</b>  <b>Open exclusively to employers of previous TOYA winners</b>  If anyone can appreciate the hard work and dedication that is required of a technician to rise to the top of their profession, it is the companies who have employed our previous TOYA winners. We have added this level of sponsorship to give these proud employers the opportunity to help pass the torch to yet another worthy recipient.</p>	<ul style="list-style-type: none"> <li>• Conference website and app (if applicable)</li> <li>• All TOYA marketing emails (including application solicitations and the EGSA Dispatch with your company logo linked to your company website)</li> <li>• LinkedIn announcements</li> </ul>	<p>Company logo in "Thank the Sponsors" section of TOYA event articles and advertising in <i>Powerline</i> magazine.</p>

## Act Fast and Be a Part of Something Great!

These opportunities will be snapped up in a hurry. Don't delay and miss out on a great value for your sponsorship dollar, contact Jalane Kellough for more details at (561) 750-5575 or [j.kellough@EGSA.org](mailto:j.kellough@EGSA.org).