

2025 Business Member Year-Round Sponsorship Opportunity

INCREASED VISIBILITY

We offer valuable and effective year-round sponsorships for business members to help you generate top-of-mind brand awareness, access to senior-level influencers, and thought-leadership exposure.

CONTACT

Kristian Ross-Patchin, Business Development Director
by email: kristian@caltransit.org or phone: (916) 446-4656

YEAR-ROUND SPONSORSHIP

Annual Business Membership

Logo on Association Fall Conference Website

Recognition in Conference Social Media and
Electronic Marketing Materials

Ad in *Transit California* Publication

Spring Conference Registrations

Fall Conference Sponsor including
Expo Space and Conference Registrations

Fall Conference App Recognition

Eligibility to participate in standing committees,
pending appointment

Professional development and training

Member Directory



ANNUAL SPONSOR	Cost	Includes Business Membership	General Session Video	Remarks	Website	Email Marketing	Digital Signage	Social Media Recognition	Conference Space	Spring Conference Registrations	Fall Conference Registrations
Annual Sponsor - A	\$15,000	✓			Logo Year-Round	Logo	Logo	Digital Promo Across Platforms	20' x 40'	2	4
Annual Sponsor - B	\$13,500	✓			Logo Year-Round	Logo	Logo	Digital Promo Across Platforms	10' x 20'	2	2
Annual Sponsor - C	\$12,000	✓			Logo Year-Round	Logo	Logo	Digital Promo Across Platforms	10' x 10'	2	2
CONFERENCE SPONSOR	Cost	Includes Business Membership	General Session Video	Remarks	Website	Email Marketing	Digital Signage	Social Media Recognition	Conference Space	Spring Conference Registrations	Fall Conference Registrations
Presenting (Exclusive)	\$25,000	✓	1 minute video, produced and provided by sponsor, played during General Session		Name and Logo in Conference Title and Conference Banner	Logo	Logo	Digital Promo Across Platforms	20' x 40'		8
Titanium (Exclusive)	\$20,000	✓	1 minute video, produced and provided by sponsor, played during General Session			Logo	Logo	Digital Promo Across Platforms	10' x 20'		6
Platinum	\$15,000					Logo	Logo		10' x 20'		5
Gold	\$12,000					Logo	Logo		10' x 10'		3
PRINCIPAL SPONSOR	Cost	Includes Business Membership	General Session Video	Remarks	Website	Email Marketing	Digital Signage	Social Media Recognition	Conference Space	Spring Conference Registrations	Fall Conference Registrations
Expo Welcome Reception	\$10,000			Welcome Remarks		Logo	Logo				3
Charging Station	\$10,000					Logo	Logo	Digital Promo Across Platforms			2
Refreshment Lounge (at conference location)	\$10,000					Logo	Logo				2
Wi-Fi	\$10,000					Logo	Logo				2
Conference App	\$8,000					Logo	Logo				2
Lanyards	\$8,000					Logo	Logo				2
Small Operators Lunch and Awards	\$8,000			Introduce Program		Logo	Logo				2
Hospitality Suite at hotel (reservation only)	\$6,000					Logo	Logo				2
EVENT SPONSOR	Cost	Includes Business Membership	General Session Video	Remarks	Website	Email Marketing	Digital Signage	Social Media Recognition	Conference Space	Spring Conference Registrations	Fall Conference Registrations
Lunch (2)	\$8,000					Name	Logo				2
Breakfast (2)	\$5,000					Name	Logo				2
Coffee Bar (3)	\$3,500					Name	Logo				2
Supporting Sponsor	\$2,000					Name	Logo				1
30 second Video Spots (no audio, produced and provided by sponsor) shown on digital signage	\$1,000										

CONFERENCE EXHIBITOR – BOOTH TYPE	Member Early Registration Fee – by October 1	Member Standard Registration Fee – after October 1	Non-Member Early Registration Fee – by October 1	Non-Member Standard Registration Fee – after October 1	Fall Conference Registrations
Vehicle Space	\$5,750	\$6,000	\$6,750	\$7,000	2
20' x 20' Booth	\$4,750	\$5,000	\$5,750	\$6,000	2
10' x 10' Booth	\$2,750	\$3,000	\$3,750	\$4,000	2