

California Transit Association 61<sup>ST</sup> Annual Fall Conference & Expo

# Sponsorship Opportunities



**INTERESTED IN SPONSORING?**  
CONTACT  
Rob Finley, Business Development Director  
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**INTERESTED IN EXHIBITING?**  
CONTACT  
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| SIGNATURE SPONSORSHIPS                        | COST     | PRESENTATION OPPORTUNITY & RECOGNITION                                                                                                | ELECTRONIC COMMUNICATION & WEBSITE                                                               | CONFERENCE SIGNAGE                                                                               | CONFERENCE APP LISTING & PUSH NOTIFICATIONS | EXHIBITING   | COMPLIMENTARY REGISTRATIONS | ATTENDEE CONTACTS                                                  | HOTEL                                                                                                                                                                                                                                                                                               | COMPLIMENTARY LOUNGE | RESERVED TABLE AT NETWORKING EVENTS |
|-----------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------|--------------|-----------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------------------------|
| SOLD Presenting (Exclusive)                   | \$25,000 | Up to two minutes of remarks and one minute video during Opening General Session + verbal recognition all General Sessions            | Designation as Presenting Sponsor, including name and logo in event title, banner, and marketing | Designation as Presenting Sponsor, including name and logo in event title, banner, and marketing | Three notifications                         | 10' x 20'    | Eleven                      | Registration list prior to and final attendee list following event | Upgrade one room up to three nights                                                                                                                                                                                                                                                                 | One                  | Two                                 |
| Titanium (Exclusive)                          | \$20,000 | Up to one minute video, produced and provided by the sponsor, played during General Session + verbal recognition all General Sessions | Designation as Titanium Sponsor, including name and logo in marketing                            | Designation as Titanium Sponsor, including name and logo in marketing                            | Two notifications                           | 10' x 20'    | Eight                       | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      | One                                 |
| Platinum                                      | \$15,000 | Verbal recognition during General Sessions                                                                                            | Logo                                                                                             | Logo                                                                                             | One notifications                           | 10' x 20'    | Six                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Gold                                          | \$12,000 |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             |                                             | 10' x 10'    | Five                        | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Silver                                        | \$10,000 |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             |                                             | 6' Table Top | Three                       | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Copper                                        | \$5,500  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             |                                             |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Bronze                                        | \$3,500  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             |                                             |              | One                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| EVENT SPONSORSHIPS                            | COST     | PRESENTATION OPPORTUNITY & RECOGNITION                                                                                                | ELECTRONIC COMMUNICATION & WEBSITE                                                               | CONFERENCE SIGNAGE                                                                               | CONFERENCE APP LISTING & PUSH NOTIFICATIONS | EXHIBITING   | COMPLIMENTARY REGISTRATIONS | ATTENDEE CONTACTS                                                  | HOTEL                                                                                                                                                                                                                                                                                               | COMPLIMENTARY LOUNGE | RESERVED TABLE AT NETWORKING EVENTS |
| Thursday Evening Event (Limited to 3)         | \$12,000 |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Four                        | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      | One                                 |
| Welcome Reception (Limited to 3)              | \$10,000 |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Three                       | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      | One                                 |
| Wi-Fi (Exclusive)                             | \$10,000 |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| SOLD Hospitality Lounge (Exclusive)           | \$10,000 |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Conference App (Exclusive)                    | \$8,000  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| SOLD Lahyards (Exclusive)                     | \$8,000  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| SOLD Small Operators Awards Lunch (Exclusive) | \$8,000  | Up to one minute of remarks at lunch                                                                                                  | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Lunch (Exclusive)                             | \$8,000  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      | One                                 |
| Registration Kiosk Sponsor (Exclusive)        | \$6,000  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             |                                             |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Breakfast                                     | \$6,000  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      | One                                 |
| Raffle Prize Sponsor                          | \$5,000  | Opportunity to contact the prize winner                                                                                               | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Refreshment Break (Limited to 3)              | \$4,500  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | Two                         | Registration list prior to and final attendee list following event | Learn more about the California Transit Association's Annual Fall Conference & Expo, view the conference program, and register online at: <a href="https://caltransit.org/Events/Annual-Conferences/Fall-Conference-Expo">https://caltransit.org/Events/Annual-Conferences/Fall-Conference-Expo</a> |                      |                                     |
| Conference Tote Bags (Limited to 4)           | \$4,000  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             |                                             |              | Four                        | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |
| Coffee Bar (Limited to 3)                     | \$3,500  |                                                                                                                                       | Logo                                                                                             | Logo                                                                                             | One                                         |              | One                         | Registration list prior to and final attendee list following event |                                                                                                                                                                                                                                                                                                     |                      |                                     |