

# TRU Anniversary Event

## Sponsor Benefits and Logistics

Thank you for sponsoring “TRU’s Ten Years in Transit” anniversary dinner! Your support is vitally important in the success of this event and the launching of TRU’s next decade of Detroit transit leadership.

As a sponsor, you receive the following benefits:

- **Your (company) name listed as a sponsor, along with your logo and website depending on your sponsorship level**
  - Please make sure *your website and company name*, written as you would like them printed, *are included on your sponsor form*.
  - Please *send an electronic copy of your logo* to [TRUmember@DetroitTransit.org](mailto:TRUmember@DetroitTransit.org), preferably in pdf, jpg, or gif format.
- **Between two and sixteen event tickets, depending on your sponsorship level**
  - Please make sure to *RSVP with the number of dinner tickets you plan to use*, including attendee names if possible. Seats will not be held unless we receive a confirmation that you plan to attend the dinner.
- **Benefactors (giving \$1,000 and above) may display a poster or banner at the event, if desired.**
  - Please let us know if you would like to do so. You are responsible for providing the poster or banner, preferably 24 hours before the event.
- **You will likely be eligible for a tax-deduction. Please consult your tax advisor.**
  - TRU is a 501(c)(3) - EIN is 38-3588943.
- **You may include an advertisement in the event program.**
  - Sizes as follows:
    - Lead sponsor (\$3,000) – full page (10x7 inch), full color, back cover
    - Benefactor (\$1,000) – full page (10x7 inch), b/w
    - Patron (\$500) – half page (5x7 inch), b/w
    - Sponsor (\$250) – quarter page (5x3.5 inch), b/w
  - *Please send print-ready ads* to [TRUmember@DetroitTransit.org](mailto:TRUmember@DetroitTransit.org), preferably in jpg, gif, or pdf format at 300dpi. Any special or unique fonts should be imbedded or included.
  - Note – we are also selling program ads independently from sponsorships. You receive none of the previous benefits but can receive the next larger ad at the same price. Please let us know if you would prefer this option.

**TRU's Ten Years in Transit:**  
*Challenges and Triumphs*



**Please submit all of the above information by October 30.** Also, please contact us if you do not want to use any of these benefits. If you have questions, concerns, or need additional information, do not hesitate to contact TRU Director Megan Owens at 313-963-8872, 248-259-2439, or [MOwens@DetroitTransit.org](mailto:MOwens@DetroitTransit.org).

Again, thank you for your support!