

TRU's Ten Years in Transit

Tenth Anniversary Celebration and Fundraiser!

The Ticket to a Future of Transit



Guide for Sponsorships and Advertising

Your Business Helps Greater Detroit and Gets Exposure!



What is TRU?

Transportation Riders United (TRU) is Detroit's transit advocate. We are a Detroit-based 501(c)(3) non-profit organization dedicated to improving and promoting public transit throughout greater Detroit to revitalize our cities, ensure transportation equity and improve quality of life.

TRU builds the Public Transit movement by working with agencies such as SMART and DDOT, elected officials at the local, county and state level, and community organizations. We also recruit thousands of supporters each year who back the campaign for better public transit. Supporters get more attentive to Transit issues the more outreach TRU does, and these supporters like to patronize businesses that also support Public Transit.

The Transit movement is the wave of the future for Greater Detroit. With ten years of victories under its belt, TRU has moved the conversation from "Do we need Transit?" to "How do we do Transit?" To answer that question, we need your help, input and support on this event, which is our ten-year anniversary!

The Event:

TRU is hosting a gala dinner to celebrate ten years of transit progress and TRU's role in achieving it, and to help launch our next decade of Detroit transit leadership. The event will be Monday, November 16, at 6:00pm at the Majestic Theatre in Detroit. It will include strolling hors d'oeuvres and mingling with Detroit's transit leaders, followed by a full dinner and presentation. Individual tickets are \$50 and we anticipate 150-200 attendees.

What Your Business Gets:

Your business will get exposure in our Evening Program as a permanent record of its support of Public Transit in Greater Detroit. Depending on your giving level and method, you could also receive promotion at the event and beyond, tickets, and a tax deduction. You will also get a commemorative sign that says "This Business Supports Public Transit," which you can proudly display in your place of business.

More Information on TRU:

www.DetroitTransit.org

500 Griswold St., Suite 1650, Detroit MI 48226

313-963-8872

The Options



We are providing two opportunities to partner on this event: SPONSORSHIPS and AD BUYS.

Sponsorships:

Sponsorships are a unique and powerful expression of support for TRU and the transit movement. In addition to a charitable tax-deduction, you will receive the following benefits:

\$250 - Sponsor

- Quarter page ad in program
- Company name listed in print materials, at event, and on DetroitTransit.org website
- Two event tickets

\$1,000 - Benefactor

- Full page ad in program
- Poster or banner posted at event with your logo
- Table at event (for eight guests)
- All other patron benefits

\$500 - Patron

- Half page ad in program
- Name and logo in print materials and posted at event
- Name and logo listed on TRU website with a link to your website
- Four event tickets

\$3,000 - Lead Sponsor

- Full page, full color ad on back cover of program book
- Logo listed first and largest in print materials, at event, and on website
- Up to two tables at the event (for sixteen guests)

Most importantly, as a sponsor, you will be supporting TRU's work to improve and promote transit in greater Detroit, as a vital tool to encourage regional economic development and urban vitality.

Ad Buys:

Ads provide great exposure for your business in a smart, 8.5" x 11" program book.

Ads in our program are sold in four sizes:

Business Card:	\$50
Quarter-Page:	\$100
Half-Page:	\$250
Full-Page:	\$500

Note - All ads must be pre-formatted and ready to print. TRU does not design ads.

Ad Sizes



Full-Page: 10 x 7

1/2-Page: 5 x 7

1/4-Page: 5 x 3.5

Biz Card: 2 x 3.5