



TRANSPORTATION RIDERS UNITED

2020 SPONSORSHIP OPPORTUNITIES



In celebration of two decades of bringing transit supporters and leaders together, TRU is hosting several great events and opportunities in 2020.

1) **The State of Transit: Then, Now, and Into the Future –** TRU's 20th Annual Meeting

This biggest night in Detroit area transit brings transit agency leaders together with riders, business supporters, and advocates to review The State of the Region's Transit. This 20th event will also revisit past transit accomplishments and hear future transit hopes from regional leaders like new Oakland County Executive Dave Coulter.



2) **TRU Homecoming Celebration**

Over 1,000 people have played a role in TRU's 20 years of transit advocacy. In spring 2020, we will bring past board members and interns together with today's transit leaders to celebrate that dedication and launch our 3rd decade of impact!

3) **20th Anniversary Yearbook and Impact Report**

Time to capture the stories of how the accomplishments were achieved, pictures of the people who made them happen, and recognize those who funded this vital work!

4) **Mobility Menu Ridership Promotion Program**

Launching in 2020, TRU will help people throughout metro Detroit learn the variety of mobility options available to them and encourage and enable more people to ride the bus and otherwise travel without their car.



5) **Transit on Tap Series**

Great ideas can come from casual conversations. This quarterly series builds community among diverse transit supporters over informal discussion of top transit topics, possibly inspiring the next great transit solution.

Note – details are subject to modification to best meet timely transit goals.



Transportation Riders United, Inc.
313-963-8872 PO Box 2668, Detroit, MI 48202
www.DetroitTransit.org

DETROIT TRANSIT SPONSORSHIP OPPORTUNITIES - 2020

You can sponsor one, some, or all of these events at the level that fits your priorities:

Sponsor Benefits

In addition to enabling critical transit advocacy towards improving the Detroit region's transit, sponsors receive the follow benefits:

Bus Sponsors *(simple and critically important!)*:

- **Your company name** presented at each sponsored event and on TRU's website
- **Two VIP tickets** to each sponsored event
- A **vendor table** at the event (if requested)
- Invitations to exclusive TRU events, briefings, and updates



Rapid Transit Sponsors *(really get the region moving)* also receive:

- **Full-color company logo**
- **Premium vendor table placement** to engage more directly with attendees
- **Social media recognition** around each sponsored event

Premier High-Speed Rail Sponsors also receive:

- **Naming rights** ie "Transit on Tap presented by YourCompany" in all promotions, marketing, and at the event;
- Your **banner or display** prominently displayed at the event and/or
- An **opportunity to speak** at the event

Sponsor Investment

Bus sponsorships are **\$250 each** or **\$1,000 for the full series**.

Rapid Transit sponsorships are **\$500 each**, **\$2,000 for the series**.

High-Speed Rail Sponsorships are **\$1,500-10,000** as negotiated.

Save 10% by sponsoring two, 20% by sponsoring more. Customized packages are available on request to meet your marketing needs.



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DETROIT TRANSIT 2020 SPONSORSHIP FORM

Sponsor Investment

Which would you like to sponsor?

- | | | |
|--|---|--|
| <input type="checkbox"/> 2020 Annual Series | <input type="checkbox"/> State of Transit Annual Event | <input type="checkbox"/> Ridership Promotion |
| | <input type="checkbox"/> Homecoming Celebration | <input type="checkbox"/> Transit on Tap series |
| or | <input type="checkbox"/> 20 th Anniversary Impact Report | |

At what level will you sponsor?

- ☐ **High Speed Rail sponsorship:** \$10,000 for the full series or \$1,500 for each event
- ☐ **Rapid Transit sponsorship:** \$2,000 for series or \$500 each
- ☐ **Bus sponsorship:** \$1,000 for series or \$250 each

(Save 10% by sponsoring two, 20% by sponsoring three or more.)

Sponsor Donation Total \$ _____ **Payment method:** ___ check enclosed ___ please invoice

TRU is a 501(c)(3) nonprofit recognized by the IRS and the State of Michigan – TIN 38-3588943; donations should be tax-deductible. Consult your tax advisor.

Company Information

Company Name (as you want it displayed) _____

Authorizing Person _____ **Title** _____

Contact Person _____ **Title** _____

Email Address _____ **Phone** _____

Company Website (as you want linked) _____

Facebook page _____ **Twitter handle** _____

Please return the above form, care of Executive Director Megan Owens, to:

