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 following 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 Your Company” 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?

☐ 2020 Annual Series

☐ State of Transit Annual Event

☐ Ridership Promotion

or

☐ Homecoming Celebration

☐ Transit on Tap series

☐ 20th 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:

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