

A MESSAGE FROM OUR PRESIDENT & CEO

Dear supporter,

Public transit helps build livable and healthy communities. For over a century, the Canadian Urban Transit Association (CUTA) has been the collective voice for transit and integrated urban mobility in Canada. Like you, we are passionate about transit because it improves our communities – economically, environmentally and socially.

On behalf of CUTA, I would like to inform you about an exciting event we are planning for this fall. Our **Young Leaders Summit (YLS)** will be held in Calgary, Alberta, from November 8 to 10, 2019. The Summit seeks to inspire a new generation of transit leaders and advocates who are looking towards a more sustainable and equitable future. To make this happen, we are seeking sponsorship from key players in the transit industry, as well as local and regional organizations with an interest in supporting young leaders and sustainable transportation.

Every year, CUTA also facilitates four days of sessions, interactive roundtables and networking opportunities that connect hundreds of professionals dedicated to transit. Our **Annual Conference and Transit Show** will be held immediately after the YLS with a program designed to appeal to a broad range of transit professionals from senior executives to operational and maintenance supervisors. Our success depends on partnerships with local stakeholders and supporters like you.

This year's Annual Conference will be held from November 10 to 13 in Calgary. We are working with our host, Calgary Transit, and other industry leaders to build a truly innovative program. Our goal is to deliver an unforgettable conference experience that showcases our theme, *Generation Innovation*. Join us as we engage and empower the next generation of transit leaders to tackle our industry's challenges head on.

Support our YLS and Annual Conference by reserving your sponsorship rights today. Take advantage of this great opportunity to position your organization as a champion and thought leader among your peers and industry decision makers. We are ready to assist with your sponsorship needs. Contact us today!

Thanks and see you in Calgary!



Marco D'Angelo
President & CEO
Canadian Urban Transit Association



Become an Event Sponsor

Young leaders from across Canada will join us in Calgary, November 8-10, 2019. Be an Event Sponsor and have a direct line to these leaders who are interested in regional transit, sustainable transportation issues, and career opportunities.

Contact us at yls@cutaactu.ca – the YLS team is ready to help you find the best sponsorship fit for your organization.

PRESENTING SPONSOR

❖	Diamond (1)	\$10,000
◆	Platinum (1)	\$7,500
◇	Gold (5)	\$5,000
◆	Silver	\$3,000
◆	Bronze	\$1,500
◆	Friend	Up to \$500



SPONSORSHIP BENEFITS

		❖	◆	◇	◆	◆	◆
Brand Promotion	YLS website: Logo, banner and link on YLS website	❖	◆				
	YLS website: Unique changeable banner message	❖	◆				
	Promotions: Logo display, verbal acknowledgement at dinner event	❖	◆	◇			
	Promotions: Recognition on YLS social media promotions	❖	◆	◇			
	Promotions: Banner displayed in common area	❖	◆	◇			
	Registration desk: Opportunity to include brochure/promotion item	❖	◆	◇	◆		
	Registration desk: Logo and sponsor recognition	❖	◆	◇	◆	◆	
	Promotions: Logo on printed program and major event signage	❖	◆	◇	◆	◆	
	YLS website: Logo with link to company website			◇	◆	◆	
	Promotions: Logo displayed on breaks, verbal acknowledgement				◆	◆	
	Promotions: Logo on printed program					◆	
	YLS website: Company/sponsor listing						◆
Networking	Four (4) tickets to closing plenary	❖	◆				
	Two (2) tickets to opening dinner	❖	◆	◇			
	Two (2) tickets to opening reception	❖	◆	◇	◆	◆	
	Two (2) tickets to closing plenary			◇	◆	◆	
	Sponsor ribbon	❖	◆	◇	◆	◆	◆
Shared Experience	Closing address to attendees on your experience at YLS	❖					
	One (1) full summit registration: Join the excitement!	❖					
	Social Media: Instagram Take-Over Sunday	❖					
	Social Media: Sponsor official playlist of YLS; includes audio promo	❖					
	Saturday Lunch: Networking, placement of promo items on tables	❖					
	Two (2) tickets for activity (Option: TBC)	❖	◆				
	Logo display on main sessions PowerPoints	❖	◆				
	Sunday Lunch: Networking, placement of promo items on tables		◆				
	Connect through experiences, meals, breaks or sessions	❖	◆	◇	◆	◆	
	Engage with attendees and share social media opportunities	❖	◆	◇	◆	◆	◆

Become a CUTA Sponsor

CUTA's conferences link delegates with transit stakeholders and promote industry trends, information sharing and networking opportunities. Our conference theme this year is Generation Innovation and it takes place from November 10–13 in Calgary. We invite you to become a sponsor and engage and empower the next generation of transit leaders to tackle our industry's challenges head on.

Contact our Special Projects Coordinator, Jonah Vetro, at vetro@cutaactu.ca | 416-365-9800 ext.118 for more information.

HOST SPONSOR: CALGARY TRANSIT

- ❖ Diamond \$25,000
- ◆ Platinum \$15,000
- ◆ Gold \$10,000
- ◆ Silver \$5,000



SPONSORSHIP BENEFITS

GENERAL	Recognition in conference promotions including email, social media and print	❖ ◆ ◆ ◆
	Prominent logo and placement on program	❖ ◆ ◆ ◆
	Recognition ribbon on delegate name badges	❖ ◆ ◆ ◆
	Logo and sponsor recognition on CUTA website, conference brochure	❖ ◆ ◆ ◆
	One full conference registration	❖ ◆
CUSTOMIZED SPONSORSHIP	Company branding on delegate bags	❖
	Logo and recognition displayed on opening slide in each conference session	❖
	Promotional wraps inclusive of sponsor logo at conference venue (escalator, elevator doors & main entrance doors)	❖
	Company's social media feed in the social module so it is visible to all CUTA app users	◆
	CUTA app landing page takeover with one push notification per day of the conference	◆
	Exclusive welcome reception – SOLD	◆
	Wednesday closing lunch: placement of branded swag on tables and signage in the main ballroom	◆
	Free business headshots with sponsored branding	◆
	Mobile charging station with brand promotion	◆
	Conference & transit show lanyards – SOLD	◆
	Hotel key cards – SOLD	◆
	Logo visibility at award show with opportunity to sponsor and present an award – 1 LEFT	◆
	Opportunity to place one promotional item in conference kit bags and transit show kit bags	◆
Monday lunch: logo recognition and prominent visibility at designated pick-up stations	◆	
Health break – SOLD	◆	
In-app interactive map – SOLD	◆	
WANT TO SPONSOR SOMETHING THAT'S NOT ON THIS LIST?	We can work with you to customize a package that suits you!	❖ ◆ ◆ ◆
	BLENDED SPONSORSHIP If you contribute to both the CUTA Annual Conference and the YLS, your overall sponsorship level will reflect this.	❖ ◆ ◆ ◆



SPONSORSHIP BOOKING FORM

Please complete and return this form to **Jonah Vetro**
vetro@cutaactu.ca | 416-365-9800 ext.118

Company / Organization: _____

Name: _____

Title: _____

Full address: _____

Telephone: _____ Email: _____

Contact representative for follow up: _____

Title: _____

Telephone: _____ Email: _____

Please indicate your sponsorship level(s) of choice and any customized sponsorship

**Annual Conference
Sponsorship Levels**

Rates

- Diamond \$25,000
- Platinum \$15,000
- Gold \$10,000
- Silver \$5,000

**YLS Sponsorship
Levels**

Rates

- Diamond \$10,000
- Platinum \$7,500
- Gold \$5,000
- Silver \$3,000
- Bronze \$1,500
- Friend Up to \$500

Customized Sponsorship: _____

Signature: _____

Date _____