

# SPONSORSHIP PROSPECTUS

2023 | CUTA





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## A MESSAGE FROM **OUR PRESIDENT & CEO**

Transit keeps cities running and helps build more affordable, resilient communities across Canada. CUTA is proud to support our partners, and we are grateful to all the speakers, attendees, and sponsors who help make our events a resounding success. We believe that 2023 will be a year of collaboration, and we are excited to be a central part of it.

At CUTA we look forward to supporting members all year long, but our premier events are geared towards creating high-impact networking opportunities for global public transit industry experts here in Canada. Our *Spring Summit* and *Fall Conference* provide an opportunity to position your organization as a thought leader in Canadian public transit, get in front of key decision-makers, and promote your business development.

In 2022, we saw unprecedented attendance and demand for event sponsorship as we returned to our in-person format at our *2022 Spring Summit in Quebec City, Fall Conference and Transit Show in Montréal*, and *Policy Forum in Ottawa*. This year, we're excited to be headed west. In May, we'll visit Saskatchewan for this year's annual *Spring Summit* and Edmonton will host our annual *Fall Conference, Transit Show, and Awards Ceremony in November*.

We've developed a series of sponsorship packages for budgets of every size. Some of the benefits include recognition on our website and social media, as well as ads on our *EXPRESSIONS* e-newsletter, CUTA event email blasts, and *Forum* magazine to boost your profile throughout the year. We also have numerous educational *industry events* to help you engage with our members.

Details about each sponsorship opportunity are outlined in the pages that follow. Opportunities are limited so we encourage you to connect with us secure your spot, as soon as possible. With that said, CUTA is always looking for new creative ways to collaborate and support your business objectives. I look forward to working with you in 2023 as we reimagine public transit together.

Sincerely,

**Marco D'Angelo**  
*CUTA President & CEO*



## OUR REACH



### WEBSITE

65,000+ annual visitors



### EMAIL

7,000+ recipients



### SOCIAL MEDIA

15,000+ followers



### PRINT

2,000+ magazine readers

“I had many great conversations throughout the conference and it was wonderful to interact and learn with such a positive-thinking and stellar group of individuals.”

- 2022 Conference Sponsor



# OUR NETWORK



**1500+**  
CONFERENCE  
ATTENDEES



**48%**  
TRANSIT SYSTEM  
REPRESENTATIVES



**10%**  
GOVERNMENT  
REPRESENTATIVES



**40%**  
DIRECTORS  
& C SUITE

“It is a great event with lots of participants from across Canada and all spheres of public transit.”

- 2022 Spring Summit Sponsor





# CORPORATE PARTNER 2023



Our exclusive Corporate Partner is CUTA's top-tier annual sponsorship opportunity where we provide your business with year-round, high-visibility exposure to our membership base. This sponsorship level is limited to only one organization each year. Our Corporate Partner will receive visibility leading up to both of our annual conferences and transit show, and also ongoing support throughout the entire 2023 content calendar. CUTA is passionate about working collaboratively with our Corporate Partner to provide high-impact co-branding opportunities that support your business development goals. For more information on our annual Corporate Partner sponsorship package, please contact Daniel Waller at [dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca).



# CUTA'S ANNUAL CORPORATE PARTNER

*\*Please note, sponsorship is sold per benefit, not per tier.*



\$40,000  
annual price

## INCLUDED BENEFITS

- 1 webinar hosted through CUTA promoted to our membership base
- 1 custom benefit at a CUTA event (\*see list of custom sponsorship benefits on page 16)
- Featured Corporate Partner logo placement on the CUTA website homepage for one year
- Corporate Partner recognition in all CUTA event promotions for one year
- Corporate Partner recognition on delegate name badges
- Opportunity to play two, one-minute promotional videos at a plenary event for both the Spring and Fall conferences
- 1 speaking opportunity at CUTA's Spring conference in Saskatoon or CUTA's Annual Spring Conference in Edmonton
- 4 complimentary registrations at CUTA's Spring conference in Saskatoon and CUTA's Annual Spring Conference in Edmonton
- All general sponsorship benefits included at CUTA's Spring conference in Saskatoon and CUTA's Annual Spring Conference in Edmonton (Please see list of general benefits in silver tier)
- 1 ad in the Spring and Fall issues of Forum Magazine



# SPRING SUMMIT



**SASKATOON, SASKATCHEWAN | MAY 7 - 9, 2023**

Join us in “Hub-City” for our Spring Summit in Saskatoon, Saskatchewan from May 7 to 9 at the Delta Downtown Saskatoon. We will discuss the intersections of transit, economic resiliency, the environment, and reconciliation. We are excited to host our members from across the country as we reimagine transit and set priorities for the year. Last year’s Spring Summit attracted over 400 CUTA members, and we’re excited to bring this year’s summit to a city known for its historic and present-day role as a transit “hub”. Together with our host, Saskatoon Transit, we look forward to taking in the beautiful sights and experiences that this gorgeous river city has to offer. For more information about Spring Summit sponsorship opportunities, please contact Daniel Waller at [dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca)



# SPRING SPONSORSHIP OPPORTUNITIES

*\*Please note, sponsorship is sold per benefit, not per tier.*



## PLATINUM

\$20,000 per benefit

### Speaking Opportunity - \$20,000

- Speaking opportunity as part of the conference agenda
- 10-minute speaking opportunity followed by a 5-minute Q&A period. The session will be recorded and uploaded to CUTA's website and social media, which will be hosted online for one month following the event. Placement in the event program will be confirmed with the sponsor based on speaker availability.

### Exclusive Opening Reception Sponsorship - \$20,000

- Be the exclusive sponsor at CUTA's opening reception. Have your company logo featured on screens and on branded cocktail napkins, and provide opening remarks at the reception.

### Networking Lounge Sponsorship - \$20,000

- **\*NEW\*** requested by delegates! A customizable, quiet lounge space at the Delta downtown Saskatoon for delegates to convene and work throughout the event. The room will allow you to feature your branded marketing materials, and provide a quiet place of respite for delegates, including charging stations.



## DIAMOND

\$10,000 per benefit

### Webinar Host - \$10,000

- Host a webinar one week prior to the spring conference, highlighting your involvement at the upcoming event

### Plenary Sponsorship Video - \$10,000

- 90-second branded sponsorship video played before one plenary session that will also be shared on CUTA social media and website

# SPRING SPONSORSHIP OPPORTUNITIES

*\*Please note, sponsorship is sold per benefit, not per tier.*



## **GOLD**

\$7,500 per benefit

### **Lanyards - \$7500**

- Branded lanyards for the official event attendee badges (double sided, full colour)

### **Hotel Key Cards - \$7500**

- Branded key cards to be distributed to all attendees staying in the hotel for the duration of the conference

### **Social Media Sponsorship - \$7500**

- Promotion of your business on our social media feeds on each day of the conference

### **Session Sponsorship - \$7500**

- Opportunity to place two, one-minute videos at the beginning and end of a session of your choice

### **Forum Magazine Expose - \$7500**

- Sponsor will be featured in an exclusive article in the post event issue of Forum Magazine

### **Wi-Fi Sponsor - \$7500**

- Naming rights to the complimentary Wi-Fi network provided at the conference

### **Technical Tour - \$7500**

- Sponsor will be featured in designated technical tour offered at the summit

### **App Sponsor - \$7500**

- Exclusive sponsor to the event app that will be used by attendees during the conference



## **SILVER**

\$5,000 per benefit

### **General Event Sponsorship - \$5,000**

- Recognition in event promotions including email, print and social media
- Logo recognition on plenary slides
- Logo recognition on the virtual event platform
- Logo recognition on the CUTA website
- Sponsorship profile featured on the virtual event platform





# POLICY FORUM



**OTTAWA, ONTARIO | SEP 19, 2023**

Join us in Ottawa on September 19 at the historic Fairmont Château Laurier where we will provide a platform for some of North America's leading transit and urban mobility experts. Together we will discuss the future of the transit industry. Last year's Policy Forum attracted over 100 attendees, including elected decision-makers, transit industry executives, national and regional stakeholders and leading urban planners. The Policy Forum maintains an open and cross-sector dialogue, which is critical for keeping transit running today, and ensuring that the networks of tomorrow are more resilient, human-centred and climate-focused than ever before. We cannot wait to discuss policies that can improve and enhance public transit in Canada. For more information about CUTA's Policy Forum sponsorship opportunities, please contact Daniel Waller at [dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca).

# POLICY FORUM SPONSORSHIP OPPORTUNITIES

*\*Please note, sponsorship is sold per benefit, not per tier.*



## **Exclusive Policy Forum Title Sponsor - \$20,000**

- Networking breakfast
- Speaking opportunity
- Promotional banners
- Exclusive bag branding

## **Exclusive Cocktail Reception Sponsorship - \$5,000**

- Be the exclusive sponsor at CUTA's cocktail reception  
Have your company logo featured on signage, and provide opening remarks at the reception.

## **Exclusive Lanyard Sponsor - \$3,000**

- Branded lanyards for the official event attendee badges (double sided, full colour)

## **General Event Sponsor - \$2,500**

- Recognition in event promotions including email, print and social media
- Logo recognition on introductory slides
- Logo recognition on the event program
- Logo recognition on the CUTA website
- Sponsorship profile featured on the event program





# FALL CONFERENCE



**WESTIN EDMONTON, AB. | NOV 12 - 15, 2023**

Join us for the most anticipated Canadian transit conference of the year. This event provides a valuable opportunity to showcase your brand's thought leadership at Canada's largest annual public transit conference. Edmonton Transit Service will host this year's event at the Westin Edmonton on November 12 to 15 in the world's northernmost metropolis. We cannot wait to explore Edmonton together and discuss current trends and challenges facing the transit industry. For more information about CUTA's Fall Conference sponsorship opportunities, please contact Daniel Waller at [dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca).

# FALL SPONSORSHIP OPPORTUNITIES

*\*Please note, sponsorship is sold per benefit, not per tier.*



## PLATINUM

Prices vary per benefit

### Speaking Opportunity - \$25,000

- Speaking opportunity as part of the conference agenda
- 20-minute speaking opportunity followed by a 10-minute Q&A period. The session will be recorded and uploaded to CUTA's website and social media which will be live for one month following the fall event. Placement in the event program will be confirmed with the sponsor based on speaker availability.

### Exclusive Opening Reception Sponsorship - \$25,000

- Be the exclusive sponsor at CUTA's opening reception. Have your company logo featured on screens and on branded cocktail napkins, and provide opening remarks at the reception.

### Networking Lounge Sponsorship - \$25,000

- *\*NEW\** requested by delegates! A customizable quiet lounge space in the Westin Edmonton for delegates to convene and work throughout the event. Room will allow you to feature your branded marketing materials, and provide a quiet place of respite for delegates including charging stations.

### Promotional Wraps - \$20,000

- Promotional wraps at the host conference center. For more information, please reach out to **Daniel Waller** - [dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca)

### Award Show Sponsorship - \$20,000

- Logo placement at CUTA's annual award ceremony with the opportunity to present an award



## DIAMOND

\$15,000 per benefit

### Social Media Takeover - \$15,000

- Promotion of your business on our social media feeds on each day of the conference

### Webinar Host - \$15,000

- Host a webinar one week prior to the fall conference, highlighting your involvement at the upcoming event

### Plenary Sponsorship Video - \$15,000

- 90-second branded sponsorship video played before one plenary session that will also be shared on CUTA social media and website

# FALL SPONSORSHIP OPPORTUNITIES

*\*Please note, sponsorship is sold per benefit, not per tier.*



## GOLD

Prices vary per benefit

### ~~Lanyards - \$12,500~~ — **SOLD**

- Branded lanyards for the official event attendee badges (double sided, full colour)

### **Hotel Key Cards - \$12,500**

- Branded key cards to be distributed to all attendees staying in the hotel for the duration of the conference

### **Session Sponsorship - \$12,500**

- Opportunity to place two, one-minute videos at the beginning and end of a session

### **Forum Magazine Expose - \$12,500**

- Sponsor will be featured in an exclusive article in the post-event issue of Forum Magazine

### **Technical Tour - \$12,500**

- Exclusive sponsor of designated technical tour offered at the conference

### **App Sponsor - \$10,000**

- Exclusive sponsor to the event app that will be used by attendees during the conference

### **Charging Station - \$10,000**

- Exclusive sponsor branding at the conference's busy power station for phones and laptops



## SILVER

\$7,500 per benefit

### **General Event Sponsorship - \$7,500**

- Recognition in event promotions including email, print and social media
- Logo recognition on plenary slides
- Logo recognition on the virtual event platform
- Logo recognition on the CUTA website
- Sponsorship profile featured on the virtual event platform





# TRANSIT SHOW SPONSOR



## EDMONTON CONVENTION CENTER | NOV 14, 2023

Our Annual Transit Show is Canada's largest public transit expo and trade show and the most anticipated date of the CUTA annual event calendar. This year's event takes place at the Edmonton Convention Centre on Tuesday, November 14. Transit show sponsorship provides excellent exposure to get your brand in front of CUTA's Canadian transit system and business members, as well as the general public. Feature your brand alongside industry-leading products, services, and businesses on the showroom floor in Edmonton. If you are interested in 2023 Transit Show sponsorship, we encourage you to reach out to Daniel Waller ([dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca)) as soon as possible.

### Transit Show Title Sponsor - \$60,000

- Trade Show Networking Breakfast
- Branded phone charging stations
- Trade Show Wi-Fi
- Promotional Wraps (pillars)
- Exclusive Trade Show Bag Branding
- Banner on Expo Map
- Title Sponsor Booth (20x50 ft booth can accommodate 2 to 3 busses)





# CUSTOM SPONSORSHIP



If your company has an idea for a sponsorship opportunity that is not listed in this prospectus, please feel free to reach out to Daniel Waller to determine if it will fit into our CUTA annual calendar. Listed are several examples of potential sponsorships that could be included in our events.



# CUTA EVENTS

# CUSTOM SPONSORSHIP

For more information on this option, please contact Daniel Waller: [dwaller@cutaactu.ca](mailto:dwaller@cutaactu.ca)



## **Sponsored on-site recreation and games area:**

- Face off against your colleagues in a game of ping pong or table hockey, etc. Sponsored by you!

## **Sponsored team-building activity with delegates that aligns with your organization's corporate social responsibility goals:**

- Giving back counts! Showcase your philanthropic CSR to organize kits for a local charity with delegates.

## **Raffle prize giveaway:**

- Place branded raffle tickets in delegate bags and announce the winner at one of our closing plenaries along with branded sponsorship recognition. CUTA will ensure delivery of the prize after the sponsor has provided approval.

## **On-Site food and drink sponsorship:**

- Enjoy a cold one with our delegates! Host a branded cocktail bar on site with one of our affiliate venues. Many people look forward to unwinding and meeting face-to-face, which presents a great opportunity to brand yourself at networking hubs throughout the course of the events.

## **Structured networking event:**

- Host a speed-dating style networking event with attendees within the program agenda

## **Transit News Broadcaster:**

- Interview key speakers and members at our spring summit or annual fall conference. These live interviews will be edited and released for broadcast on CUTA's social media channels.

## **Product Unveiling:**

- Host a virtual device activation where you can showcase your latest products and services to CUTA's membership base. This can take place at any point during the 2023 calendar year.

A nighttime photograph of a city street, likely in Toronto, showing light trails from traffic and illuminated skyscrapers in the background. The image is overlaid with large, diagonal, semi-transparent blue and red geometric shapes.

# **SPONSORSHIP PROSPECTUS**

## **2023 | CUTA**