



# 2024 Sponsorship Prospectus



PRINT



DIGITAL



EVENTS

[WWW.CUTAACTU.CA](http://WWW.CUTAACTU.CA)



**INDEX**

A Message from our President & CEO ..... 2

Our Reach ..... 3

Our Network ..... 4

Corporate Partner ..... 5

Fall Sponsorship Opportunities ..... 7

Custom Sponsorship Opportunities ..... 11



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

In 2023, CUTA supported its members by facilitating opportunities to learn from one another. Our signature events provided valuable opportunities to collaborate and network. We saw unprecedented attendance and demand for event sponsorship at our 2023 Spring Summit in Saskatoon, Fall Conference and Transit Show in Edmonton, and Policy Forum in Ottawa. This year, we're excited to be headed east. In May, we'll visit Halifax for this year's annual Spring Summit and Toronto will host our annual Fall Conference, Transit Show, and Awards Ceremony in November.

2024 is a milestone year for us as we celebrate our 120th anniversary. For over a century, CUTA has demonstrated adaptability, evolving our mandate to align with the industry's dynamic needs. To advance our important work, CUTA relies on the support of our sponsors, and we hope that we can count on your organization's continued support in 2024.

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 to 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 2024 as we reimagine public transit together.

Sincerely,

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





## OUR REACH



### WEBSITE

100,000+ annual visitors  
65% annual growth



### EMAIL

7,000+ recipients  
of the most connected professionals



### SOCIAL MEDIA

17,000+ followers  
12% annual growth



### PRINT

2,000+ magazine readers  
leading publication in the transit sector

“The various networking opportunities, and being able to learn more about other agencies’ practices, challenges, and opportunities, and how they compare to my own experiences.”


- 2023 Conference Sponsor



# OUR NETWORK



**1500+**  
CONFERENCE  
ATTENDEES



**48%**  
TRANSIT SYSTEM  
REPRESENTATIVES



**ALL  
LEVELS OF  
GOVERNMENT  
REPRESENTATIVES**



**40%**  
DIRECTORS  
& C SUITE

"I like that it brings together many of my colleagues from the transit industry across the country and provides the opportunity to hear from others who are faced with and addressing the same challenges that we are."

- 2023 Conference Sponsor



**SOLD**

# **CORPORATE PARTNER 2024**



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 2024 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 our team at [conferences@cutaactu.ca](mailto:conferences@cutaactu.ca).

# CUTA'S ANNUAL CORPORATE PARTNER (SOLD)



\$40,000  
annual price

## INCLUDED BENEFITS

- Featured Corporate Partner logo placement on the CUTA website homepage for one year
- 1 webinar hosted through CUTA promoted to our membership base
- 1 custom benefit at a CUTA event
- 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 Halifax and Toronto conferences
- 1 speaking opportunity at CUTA's Spring conference in Halifax or CUTA's Annual Spring Conference in Toronto
- 4 complimentary registrations at CUTA's Spring conference in Halifax and CUTA's Annual Fall Conference in Toronto
- All general sponsorship benefits included at CUTA's Spring conference in Halifax and CUTA's Annual Fall Conference in Toronto (Please see list of general benefits in silver tier)
- 1 full page ad in the Spring and Fall issues of Forum Magazine





# FALL CONFERENCE



**TORONTO, ONTARIO | NOV 17 - 20, 2024**

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. This year's event will be at the Westin Harbour Castle Hotel from November 17 to 20 in the city boasting the third-largest transit system in North America. We cannot wait to welcome you all to Toronto, together and discuss current trends and challenges facing the transit industry. For more information about CUTA's Fall Conference sponsorship opportunities, please contact our at [conferences@cutaactu.ca](mailto:conferences@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.

### Promotional Wraps - \$20,000

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

# FALL SPONSORSHIP OPPORTUNITIES

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



## GOLD

Prices vary per benefit

### Reusable Water Bottle Sponsor - \$12,500

- Branded reusable water bottles for all attendees

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

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

### Session Sponsorship - \$12,500

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

### Technical Tour - \$12,500

- Exclusive sponsor of designated technical tour offered at the conference

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

- 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

### ~~Hotel Key Cards - \$10,000~~ **SOLD**

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



## SILVER

\$7,500 per benefit

### ~~Registration Coffee Sponsorship - \$7,500~~ **SOLD**

- Daily coffee provided to all attendees with branded coffee cups

### 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



**TORONTO CONVENTION CENTER | NOV 19, 2024**

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 Metro Toronto Convention Centre on Tuesday, November 19. 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 Toronto. If you are interested in the 2024 Transit Show sponsorship, we encourage you to reach out to our team at [conferences@cutaactu.ca](mailto:conferences@cutaactu.ca) as soon as possible.

## **Transit Show Title Sponsor - \$35,000**

- Speaking opportunity at the Tradeshow 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 buses)





# CUSTOM SPONSORSHIP



Let us help you create the experience you desire for your clients. Contact us at [conferences@cutaactu.ca](mailto:conferences@cutaactu.ca)