

# CORPORATE PARTNER & SPONSOR OPPORTUNITIES





## 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 present you with the exciting events and training we have planned for 2020. Our programs bring transit professionals together to network, share knowledge and learn from thought leaders in our industry. To make these events possible, we are seeking the support of organizations interested in advancing public transit. We have transformed our sponsorship opportunities to increase recognition, elevate visibility and to help you, our partners, meet your business goals.

CUTA's Spring Summit & AGM will take place in Ottawa in May. This summit will feature 3 concurrent and highly focused seminars: the Transit Leaders Seminar, Innovation in rail and CUTA's Mobility revolution, attracting decision-makers in our industry across Canada.

In June, we will host a Climate Change and Resiliency Workshop, in Whitehorse, which will focus on integrating climate considerations into transit planning and how to effectively manage assets in the face of increasing environmental concerns.

CUTA members will take to Parliament Hill in September for Transit Awareness Days. This annual event is a chance to meet elected officials and other key stakeholders who are shaping Canada's urban mobility agenda. It's an opportunity for the industry to have its voice heard to ensure we are building stronger, more sustainable, economically competitive and socially inclusive communities across the country.

In November, we will host our flagship event, the CUTA Annual Conference and Transit Show 2020 in Québec City. There will be four days of quality educational sessions, interactive roundtables and networking opportunities that connect hundreds of professionals in transit. Our Annual Conference and Transit Show is the largest of CUTA's events and will bring together over 700 industry stakeholders from Canada and around the world.

CUTA's success in achieving these initiatives depends on partnerships with organizations like yours. Consider supporting our events and training by reserving your sponsorship rights today. Position your organization as a champion and thought leader amongst your peers and industry decision makers. Contact our team that stands ready to assist with your sponsorship needs.

Sincerely,

*Marco D'Angelo*

**Marco D'Angelo**

President & CEO

Canadian Urban Transit Association

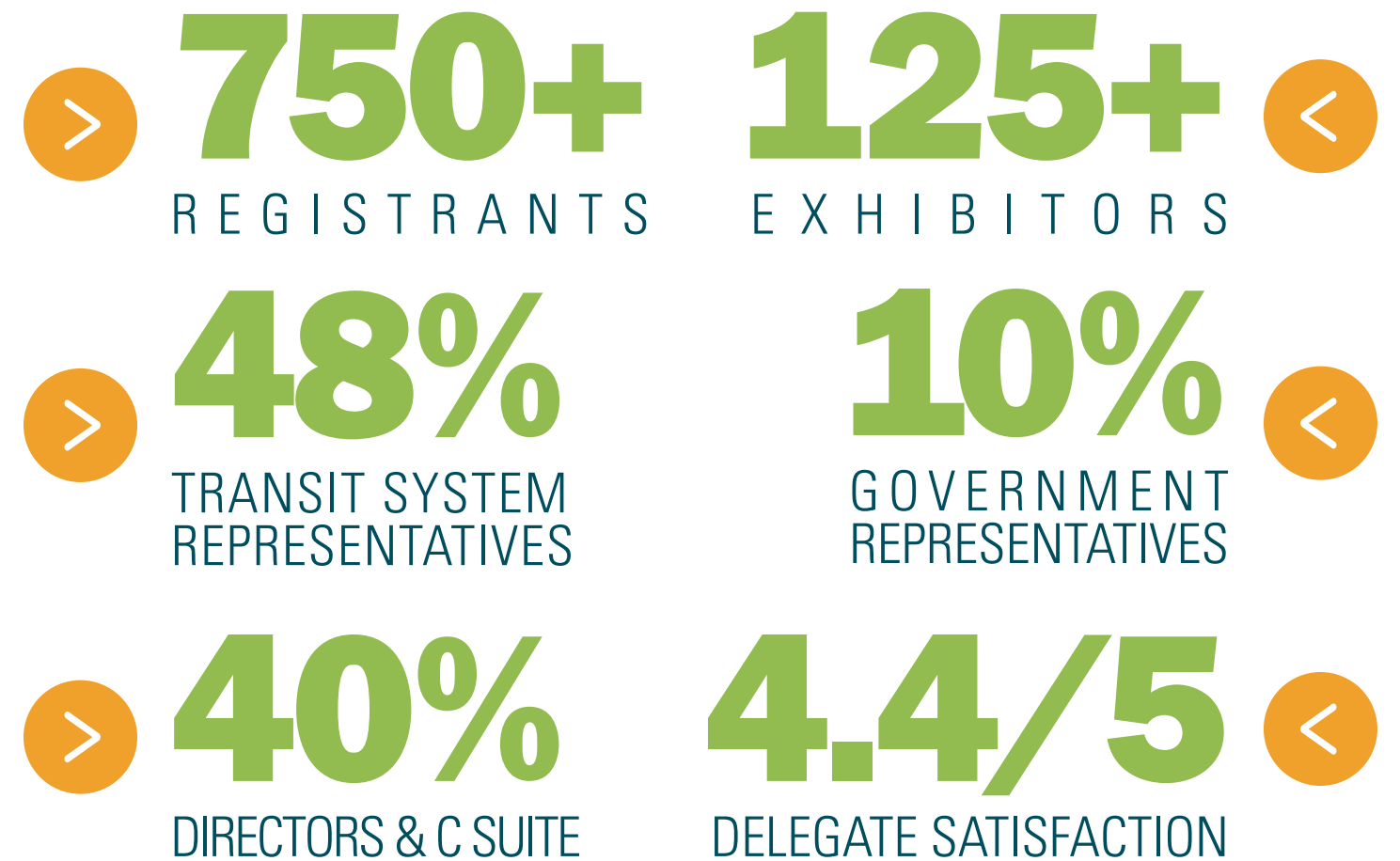






# CUTA METRICS

CUTA 2019 ANNUAL CONFERENCE & TRANSIT SHOW  
 NOVEMBER 10-13, 2019  
 BMO CONVENTION CENTRE, CALGARY, AB



CUTA'S 2019 ANNUAL CONFERENCE SPONSORS INCLUDED:



Contact Information: Jonah Vetro, Events & Business Development Coordinator • [vetro@cutaactu.ca](mailto:vetro@cutaactu.ca) | 416-365-9800 ext.118



## OUR 2019 REACH



**WEBSITE**  
6,000+ monthly visitors



**SOCIAL MEDIA**  
8,000 total followers

**EMAIL**  
5,000 recipients



**PRINT**  
2,000+ Urban  
Mobility FORUM  
magazine readers

**PHYSICAL**  
1,200+ participants and  
supporters across events  
and training



## GENERAL BENEFITS FOR ALL SPONSORS:

- Recognition in event promotions including email, print and social media
- Logo recognition on plenary slides
- Logo placement on printed program (if applicable)
- Recognition ribbon on delegate name badge
- Logo and sponsor recognition on CUTA website
- Opportunity to place swag in conference kit bags (if applicable)
- Company logo on delegate bag (if applicable)
- One full conference registration (Diamond and Platinum only)



# CUTA 2020 CORPORATE PARTNER

**Pay a fee of \$40,000 to obtain sponsorship recognition for all 2020 CUTA events.**

Benefits include:

- 1 custom benefit at a CUTA event (see list of custom sponsorship benefits)
- Featured Corporate Partner logo placement on the CUTA website homepage for 1 year
- Corporate Partner recognition in all CUTA event promotions for 1 year
- Corporate Partner recognition ribbon on delegate name badge
- Opportunity to play a promotional video at a plenary event
- 1 speaking opportunity at a CUTA event of your choice
- 2 registrations for each event (Spring Event, Annual Conference & Transit Show, Transit Awareness Days) – this does not apply to our Whitehorse workshop
- Plus, all general benefits



## CUSTOM SPONSORSHIP BENEFITS

- Games installation
  - Face off against your colleagues in a game of ping pong or table hockey, sponsored by you!
- Virtual reality installation
  - Step into the shoes of a bus driver, explore a facility and even experience what it's like to operate a transit vehicle through a virtual reality simulation.
- Team-building activity with delegates that aligns with your organization's corporate social responsibility goals
  - Channel your philanthropic side and organize kit packing for a local charity with delegates.
- Unique giveaway:
  - Place branded raffle tickets in delegate bags and announce the giveaway winner at one of our closing plenaries.
- On-site food and drink installation:
  - Enjoy a cold one with our delegates! Host a branded cocktail bar on-site at one of our venues.
- Structured networking event
  - Entertain a speed-dating style networking event with attendees.
- Live Video Interviews:
  - Host a talk show! Sponsor one of your employees to host live video interviews of speakers and delegates at one of our venues.
- Product Unveiling:
  - Set up a permanent booth at our event to showcase your latest products and services.



# CUTA'S EVENTS IN 2020

## TRANSIT AWARENESS DAYS – OTTAWA, SEPTEMBER 2020 – 60 - 100 PARTICIPANTS

- Policy forum lunch
- Briefing dinner
- Panel sponsor
- Health break
- Lunch at a Parliamentary Restaurant
  - Entertain CUTA members and decision makers at a restaurant close to the Hill. Note – lunch attendance will not include CUTA members who are in advocacy meetings at that time. Attendance will be confirmed closer to the date.

## CUTA ANNUAL CONFERENCE & TRANSIT SHOW – QUÉBEC CITY, NOVEMBER 15 - 18, 2020 – HOSTED BY RÉSEAU DE TRANSPORT DE LA CAPITALE (RTC) – 650 - 800 PARTICIPANTS

Select one sponsorship option corresponding to your chosen level

- **Platinum: (\$25,000)**
  - Promotional wraps
  - Exclusive welcome reception
  - Mobile charging stations and networking area
- **Gold: (\$15,000)**
  - Conference lanyards
  - Hotel key cards
  - Awards show sponsor
  - Livestream a conference session
  - Unique giveaway
- **Diamond: (\$20,000)**
  - Official CUTA App sponsorship
  - Branded photo wall
  - Illuminated social media wall
- **Silver: (\$10,000)**
  - Health breaks
  - Technical tours
  - Q&A periods
  - In-app interactive map

**EXCLUSIVE TRANSIT SHOW SPONSOR (\$80,000 +)**





*"The conferences are great, you get lots of information, but really, you're meeting people, meeting and understanding, getting those phone numbers and exchanging information. When you can call up any other transit system and say "Hey, I've got this situation happening," and they've had it too. I think our industry is very specialized in that sense, that we actually network incredibly well, and I think that's where going to CUTA conferences is very important."*

**Cheri Malo, Transit Manager, City of Whitehorse**



*"Full of information for those wanting to learn more about electrification, rail, security and still full of ways to connect to peers, vendors and innovators in our industry. Loads of innovation happening in the industry and you can find out about it firsthand."*

**James McDonald, Director, Saskatoon Transit**



*"I started in this industry as a transit operator. Over the past 32 years, I moved up through the ranks in my career. Throughout that time, CUTA training courses made it possible for me to advance my career aspirations and ultimately get me to where I am today."*

**Patrick Delmore, Executive Director, Transit Windsor**

