

# CUTA'S 2021 Spring Summit and AGM Sponsorship Package

Hosted by **OC Transpo**



## A MESSAGE FROM OUR PRESIDENT & CEO

Dear colleague,

Every year, businesses in the transit sector anticipate CUTA's Spring Summit & AGM. It's an opportunity to showcase products and services, interact with transit systems one-on one, and position your business as a leader in our field.

For reasons nobody needs reminding of, this past year has been unlike any other. And while we had to cancel our summit last year, we're excited to welcoming you virtually in 2021. Because, pandemic or not, transit is still essential to millions of Canadians every single day—and many businesses have shown how quickly they can innovate to help transit systems keep their passengers and employees safe.

That's why I'm so excited about this year's summit. Hosted with OC Transpo, it will deliver the same quality content you've come to expect before an expected audience of 300 people. And we've worked hard to find the right platform to maximize networking opportunities, logo placement, and product displays.

Already this past year, CUTA has supported the transit sector in ways we'd never have thought possible. We pushed governments to deliver up to \$4.6 billion in direct support for transit systems. We've brought systems together every week to learn from each other's approach to the pandemic. And we've developed guidelines to help transit support the economic recovery safely.

The summit is our—and your—next opportunity to showcase leadership in the industry and learn more about emerging issues in transit. Public health, obviously, but other issues, too, such as lower-emission vehicles and rail technology.

Please consider being part of this year's summit as a sponsor. There's a full range of packages available, described below, to meet any need. Our success in advocacy, training, and supporting the transit industry depends on partnerships with organizations like yours. Please help us build on the good work already done, and thank you for your ongoing support.

Sincerely,

Marco D'Angelo  
CUTA President & CEO



**“CUTA goes out of its way to make sure it's a worthwhile investment for Business Members - always responsive and making sure that sponsors receive contact information they need”**

- 2020 Virtual Conference Sponsor

**“Had a great time preparing the presentation, and the follow up Q&A and chat time with the attendants was very interesting!”**

- 2020 Virtual Conference Speaker

**“I learned a great deal about on-demand transit in a short time!”**

- 2020 Virtual Conference Attendee

**15000+**

VIRTUAL CONFERENCE PARTICIPANTS

**48%**

TRANSIT SYSTEM  
REPRESENTATIVES

**10%**

GOVERNMENT  
REPRESENTATIVES

**40%**

DIRECTORS & C SUITE

**4.4/5**

DELEGATE SATISFACTION



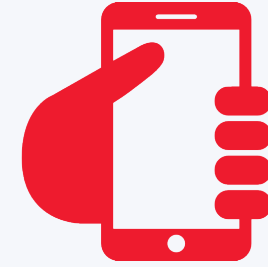
**WEBSITE**

10,000+ monthly visitors



**PRINT**

2,000+ Urban  
Mobility FORUM  
magazine readers



**SOCIAL MEDIA**

10,000+ total followers



**EMAIL**

5,000 recipients

# SPONSORSHIP OPPORTUNITIES

\*Please note, sponsorship is sold per benefit, not per tier.  
With the exception of Platinum.\*

## Platinum: \$10,000 (One available sponsorship)

### Speaking Opportunity

Speaking opportunity as part of the summit agenda

### VIP Networking Event Sponsor

Exclusive sponsorship rights to CUTA's pre-event VIP networking mixer

## Diamond: \$5,000

### Exclusive Product Activation (1)

This offers the opportunity to unveil a product of your choosing

### Networking (1)

Exclusive sponsor of a platform networking room

### CUTA's Forum Magazine Exposé (1)

Sponsor will be featured in an exclusive expose in the post-event edition of Forum magazine

### Landing Page Sponsor (3)

In our specialized virtual platform, we can offer advertising on the main landing page

### Branded Swag (1)

Opportunity to place promotional item in CUTA's Spring Summit and AGM welcome package

## Gold: \$3,000

### Session Sponsorship (5)

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

### Game Sponsor (1)

In the world of virtual events, games play an important role—so we're offering sponsorship of our "Family Feud" game room

### CUTA Social Media Takeover (1)

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

### Branded Swag (2)

Opportunity to place promotional item in CUTA's Spring Summit and AGM welcome package

## Silver: \$1,500

### General Event Sponsorship (unlimited)

Recognition in event promotions including email, print and social media

Logo recognition on plenary slides

Logo recognition on virtual event platform

Logo recognition on CUTA website

### Contact Information:

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