



SPONSORSHIP PACKAGE

Transit keeps Canadians moving

A MESSAGE FROM OUR PRESIDENT & CEO

Dear colleague,

Every year, businesses in the transit sector anticipate CUTA's Annual Conference and Transit Show. 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.

Though we had hoped to see you in-person, we are excited to host another virtual conference. Because, pandemic or not, transit still keeps millions of Canadians moving every 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 conference, happening from October 4-6. It will deliver the same quality content you've come to expect before an expected audience of 700 people. And we've worked hard to find the right platform to maximize networking opportunities, logo placement, and product displays.

Since the pandemic began, 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. And we've brought systems together every week to learn from each other's approach to the pandemic.

The conference 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 zero-emission vehicles and rail technology.

Please consider being part of this year's conference 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



“I wanted to personally thank CUTA for all your efforts in helping make this a successful event.

We know and appreciate that there's a tireless amount of work; meetings, emails and “dry-runs” that go into these various virtual formats and we truly appreciate them all.”

- 2021 Spring Summit Sponsor

“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

1500+

VIRTUAL CONFERENCE PARTICIPANTS

48%

TRANSIT SYSTEM
REPRESENTATIVES

10%

GOVERNMENT
REPRESENTATIVES

40%

DIRECTORS & C SUITE

4.4/5

DELEGATE SATISFACTION



WEBSITE

10,000+ monthly visitors



EMAIL

5,000 recipients



SOCIAL MEDIA

10,000+ total followers



PRINT

2,000+ Urban
Mobility FORUM
magazine readers

SPONSORSHIP OPPORTUNITIES

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

Exclusive Transit Show Sponsor: \$15,000 (1x) *(This tier is available to a single sponsor)*

Exclusive branding rights of the virtual space at our Transit Show

Platinum: \$15,000 *(This tier is available to a total of four sponsors)*

Speaking Opportunity (2x)

Speaking opportunity as part of the conference agenda. This sponsorship option will consist of a ten-minute presentation and a five-minute Q&A period.

Exclusive Product Activation (2x)

Sponsors will be able to unveil a product of their choosing as part of our conference program.

Diamond: \$10,000 *(This tier is available to a total of three sponsors)*

Exclusive Networking Sponsor (1x)

Sponsorship of all networking modules in our virtual event platform.

CUTA Awards Sponsor (1x)

The CUTA Awards sponsor will have exclusive sponsorship rights to CUTA's 2021 Awards microsite. This sponsor will also be able to play a short promotional video during CUTA's annual Awards Show on October 6.

CUTA Social Media Takeover (1x)

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

Gold: \$5,000 *(This tier is available to a total of seven sponsors)*

Session Sponsorship (5x)

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

Game Sponsor (1x)

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

Forum Exposé (1x)

Sponsor will be featured in an exclusive exposé in the post-event issue of Forum magazine.

Silver: \$2,500 *(This tier is available to unlimited sponsors)*

General Event Sponsorship

Recognition in all 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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