



2024 Sponsorship Prospectus



PRINT



DIGITAL



EVENTS

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INDEX

A Message from our President & CEO 2

Our Reach 3

Our Network 4

Corporate Partner Annual Package 5

Halifax Sponsorship Opportunities 7

Policy Forum Sponsorship Opportunities10

Toronto Sponsorship Opportunities11

Custom Sponsorship Opportunities15



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
WHO CHAMPION NEW TECHNOLOGIES



**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



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.

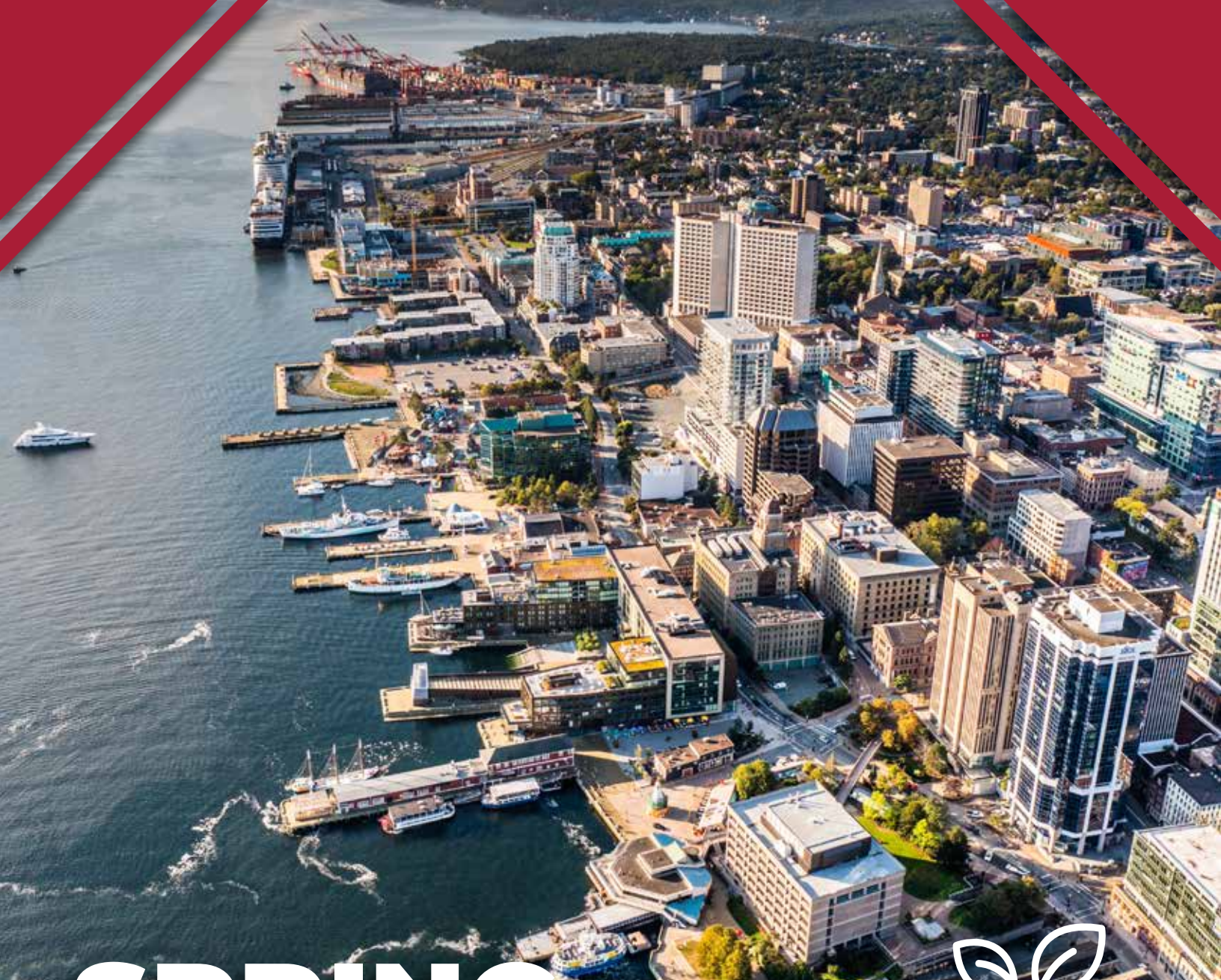
CUTA'S ANNUAL CORPORATE PARTNER



\$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



SPRING SUMMIT



HALIFAX, NOVA SCOTIA | MAY 5 - 7, 2024

Join us in the “City of Trees” for our Spring Summit in Halifax, Nova Scotia from May 5 to 7 at the Halifax Marriott Harbourfront Hotel. 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 200 CUTA members, including transit agencies and business members from across North America. Together with our host, Halifax Transit, we look forward to taking in the beautiful sights and experiences that this gorgeous city has to offer. For more information about Spring Summit sponsorship opportunities, please contact our team at conferences@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.



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



GOLD

Prices vary per benefit

Reusable Water Bottle Sponsor - \$8,000

- Branded reusable water bottles for all attendees

Lanyards - \$7,500

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

Hotel Key Cards - \$7,500

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

Social Media Sponsorship - \$7,500

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

SPRING SPONSORSHIP OPPORTUNITIES

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



GOLD (CONTINUED)

Prices vary per benefit

Session Sponsorship - \$7,500

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

Forum Magazine Expose - \$7,500

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

Wi-Fi Sponsor - \$7,500

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

Technical Tour - \$7,500

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

App Sponsor - \$7,500

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



SILVER

\$5,000 per benefit

Registration Coffee Sponsorship - \$5,000

- Daily coffee provided to all attendees with branded coffee cups

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 25, 2024

Join us in Ottawa on September 25 (venue TBD) where we 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 our team at conferences@cutaactu.ca

POLICY FORUM SPONSORSHIP OPPORTUNITIES

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



Exclusive Policy Forum Sponsor - \$20,000

- Networking breakfast
- Speaking opportunity
- Promotional banners
- Exclusive bag branding
- Exclusive promotional item for the company

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



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.

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.

Promotional Wraps - \$20,000

- Promotional wraps at the host conference center. For more information, please reach out to 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

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

Hotel Key Cards - \$10,000

- 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

- 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 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