

2025

Sponsorship Opportunities
Opportunit s de commandite



WWW.CUTAACTU.CA

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A MESSAGE FROM **OUR PRESIDENT & CEO**

In 2024, CUTA proudly supported its members by fostering opportunities to learn, collaborate, and connect. Our signature events provided invaluable platforms for networking and innovation. This was evident in the record-breaking attendance and strong sponsorship demand at our 2024 Spring Summit in Halifax, Fall Conference and Transit Show in Toronto, and Policy Forum in Ottawa.

This year, we are excited to build on that momentum as we head to Vancouver for the Spring Summit and AGM and to Montreal in November for our Annual Conference, Transit Show, and Awards Ceremony.

Looking ahead to 2025, all eyes will be on Ottawa as the federal election approaches. CUTA is committed to ensuring public transit remains a central issue for candidates and a priority in national conversations. Together, we can elevate the profile of transit and secure the critical investments needed to shape the industry's future.

To support these efforts, we've developed a variety of sponsorship packages designed to fit budgets of all sizes. Benefits include year-round recognition across our website, social media channels, EXPRESSIONS e-newsletter, event email blasts, and Forum magazine—boosting your visibility with industry leaders and decision-makers. Additionally, our educational and industry events provide numerous opportunities to connect directly with our members.

Details of each sponsorship opportunity are outlined in the following pages. With limited availability, we encourage you to secure your spot early. CUTA is also eager to explore new, creative ways to collaborate and help you achieve your business objectives.

Thank you for your continued support. I look forward to working with you in 2025 as we reimagine and strengthen public transit together.

Sincerely,

Marco D'Angelo
CUTA President & CEO

OUR REACH



WEBSITE

100,000+ annual visitors
of transit professionals and supporters



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

“Good conversations with transit agency, consultants, and suppliers.

- 2024 Conference Sponsor & Transit Show Attendee

OUR NETWORK



2000+
ANNUAL EVENT
ATTENDEES



48%
TRANSIT SYSTEM
REPRESENTATIVES



**ALL
LEVELS OF
GOVERNMENT
REPRESENTATIVES**



40%
DIRECTORS
& C SUITE

“I was able to meet with various customers at the conference & tradeshow to discuss future projects. This is a very positive environment to see a lot of our valued customers.”

- 2024 Conference Sponsor & Transit Show Attendee



CORPORATE PARTNER

Our exclusive Corporate Partner sponsorship is CUTA's highest-tier opportunity, offering unmatched year-round visibility to our diverse membership base. Limited to one organization annually, this prestigious partnership ensures your brand is front and center leading up to and during our signature events, including both annual conferences and the Transit Show. In addition to high-profile exposure, your organization will benefit from co-branded opportunities tailored to meet your business goals, as well as ongoing recognition throughout our 2025 content calendar. This partnership is designed to position your brand as a leader in the transit sector. For more details about the Corporate Partner sponsorship, please contact us 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 Vancouver and Montreal conferences
- 1 speaking opportunity at CUTA's Spring conference in Vancouver or CUTA's Annual Spring Conference in Montreal
- 4 complimentary registrations at CUTA's Spring conference in Vancouver and CUTA's Annual Fall Conference in Montreal
- All general sponsorship benefits included at CUTA's Spring conference in Vancouver and CUTA's Annual Fall Conference in Montreal (Please see list of general benefits in silver tier)
- 1 full page ad in the Spring and Fall issues of Forum Magazine



SPRING SUMMIT & AGM

VANCOUVER, BRITISH COLUMBIA | MAY 11 – 13

Join us for a premier gathering of Canadian transit professionals. This event offers an excellent opportunity to highlight your brand's expertise and connect with key stakeholders in the public transit industry. The Spring Summit will take place at the Vancouver Sheraton Wall Centre from May 11 to 13, set against the beautiful backdrop of the Pacific Coast. We look forward to welcoming you to Vancouver to explore current trends and challenges in the transit sector. For more information about CUTA's Spring Summit sponsorship opportunities, please contact us at conferences@cutaactu.ca.



SPRING SPONSORSHIP OPPORTUNITIES

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



PLATINUM

\$15,000 per benefit

Speaking Opportunity - \$15,000

- Speaking opportunity as part of the conference agenda
 - 10-minute speaking opportunity. 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.
-



DIAMOND

\$10,000 per benefit

Exclusive Opening Reception Sponsorship - \$10,000

- 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.

Webinar Host - \$10,000

- Host a webinar one week prior to the spring conference, highlighting your involvement at the upcoming event
-



GOLD

\$8,000 per benefit

App Sponsor - \$8,000

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

Forum Magazine Expose - \$8,000

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

Hotel Key Cards - \$8,000

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

Lanyards - \$8,000

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



SPRING SPONSORSHIP OPPORTUNITIES

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



GOLD (CONTINUED)

\$8,000

Reusable Water Bottle Sponsor - \$8,000

- Branded reusable water bottles for all attendees

Session Sponsorship - \$8,000

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

Wi-Fi Sponsor - \$8,000

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

Technical Tour - \$8,000

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



SILVER

Prices vary per benefit

Registration Coffee Sponsorship - \$7,500

- Daily coffee provided to all attendees with branded coffee cups

Social Media Sponsorship - \$7,500

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

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 | DATE TBD

Join us in Ottawa for an engaging platform featuring North America's top transit and urban mobility experts. Together, we'll explore transformative policies and strategies shaping the future of public transit. Last year's Policy Forum welcomed 120 attendees, including elected officials, transit executives, urban planners, and key stakeholders. The Forum fosters open, cross-sector dialogue essential for sustaining today's transit services and building the transit networks of the future. Following the Forum, an evening reception provides a valuable opportunity for attendees to connect and network in a relaxed setting. We're excited to collaborate on policies that enhance public transit across Canada. To learn more about CUTA's Policy Forum sponsorship opportunities, reach out to our team at conferences@cutaactu.ca.



POLICY FORUM SPONSORSHIP OPPORTUNITIES

**Please note, sponsorship is sold per benefit.*

Exclusive Policy Forum Title Sponsor - \$10,000

- Networking breakfast
- Speaking opportunity

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
- Sponsorship profile featured on the event program



FALL CONFERENCE

MONTREAL, QUEBEC | NOV 2 – 5

Join us for Canada's leading transit conference of the year. This event provides a valuable platform to showcase your brand's thought leadership and connect with transit professionals, policymakers, and innovators. The Fall Conference will take place at the Palais des Congrès from November 2 to 5 in the vibrant city of Montreal, home to one of North America's busiest transit networks. We look forward to welcoming you to Montreal to discuss current trends, challenges, and opportunities facing the transit industry. For more information about CUTA's Fall Conference sponsorship opportunities, please contact us at conferences@cutaactu.ca.



FALL SPONSORSHIP OPPORTUNITIES

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



PLATINUM

Prices vary per benefit

Speaking Opportunity - \$20,000

- Speaking opportunity as part of the conference agenda
- 20-minute speaking opportunity. 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 - \$15,000

- Be the exclusive sponsor at CUTA's opening reception. Have your company logo featured on screens and on branded cocktail napkins.

Promotional Wraps - \$15,000

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



DIAMOND

\$12,500 per benefit

Lanyards - \$12,500

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

Hotel Key Cards - \$12,500

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

Forum Magazine Expose - \$12,500

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

Reusable Water Bottle Sponsor - \$12,500

- Branded reusable water bottles for all attendees



FALL SPONSORSHIP OPPORTUNITIES

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



GOLD

\$10,000 per benefit

App Sponsor - \$10,000

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

Award Show Sponsorship - \$10,000

- Logo placement at CUTA's annual award ceremony with the opportunity to present an award

Session Sponsorship - \$10,000

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

Technical Tour - \$10,000

- Exclusive sponsor of designated technical tour offered at the conference

Charging Station - \$10,000

- Exclusive sponsor branding at the conference's busy power station for phones and laptops

Registration Coffee Sponsorship - \$10,000

- Daily coffee provided to all attendees with branded coffee cups

Social Media Takeover - \$10,000

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

Webinar Host - \$10,000

- Host a webinar one week prior to the fall conference, highlighting your involvement at the upcoming event



SILVER

\$7,500 per benefit

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

MONTREAL, QUEBEC | NOV 4

Discover the latest advancements shaping the future of public transit at the 2025 Transit Show. This one-day event brings together industry leaders, innovators, and transit professionals to explore cutting-edge technologies, products, and services. Hosted at the Palais des Congrès on November 4 in Montreal, the Transit Show offers a unique opportunity to connect with experts and showcase your solutions to a highly engaged audience. For more information about CUTA's Transit Show sponsorship opportunities, please contact us at conferences@cutaactu.ca.



TRANSIT SHOW SPONSORSHIP OPPORTUNITIES

**Please note, sponsorship is sold per benefit.*



PLATINUM

\$20,000 per benefit

Tradeshow Cocktail Hour - \$20,000

- Sponsored 'happy hour' on the tradeshow floor. With cocktails, light refreshments, and exclusive branding opportunities, this event is the perfect way to showcase your company and connect with industry professionals



DIAMOND

\$10,000 per benefit

Tradeshow Networking Breakfast - \$10,000

- Display your company across screens and signage throughout the floor, and take advantage of a short speaking opportunity on-stage to connect with an eager audience full of transit industry professionals.

Exclusive Rail Connect Theatre Sponsor - \$10,000

- Sponsored materials throughout the Rail Connect Theatre stage including screens and signage, and a short speaking opportunity to greet the audience.

Promotional Wraps - \$10,000

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



TRANSIT SHOW SPONSORSHIP OPPORTUNITIES

**Please note, sponsorship is sold per benefit.*



GOLD

Prices vary per benefit

Tradeshow Bags - \$8,000

- Showcase your company's logo throughout the event and beyond with branded tradeshow bags - handed out to every attendee of the event while supplies last.

Charging Stations - \$7,500

- Exclusive sponsor branding at the conference's busy power station for phones and laptops

Tradeshow Coffee Sponsor - \$7,500

- Daily coffee provided to all attendees with branded coffee cups

Tradeshow Wi-Fi - \$7,500

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

\$3,000 per benefit

Banner - \$3,000

- Display your company's logo on the branded entryway sponsor banner for all attendees to see as they enter the event.



CUSTOM SPONSORSHIP

Let us help you create the experience you desire for your clients. Contact us at conferences@cutaactu.ca