

American  
Public Transportation  
Association

APTA.COM



# International Bus Roadeo

April 26–30, 2024 | Portland, OR

**Sponsorship Prospectus**

# Core Sponsor Benefits

In addition to the specific benefits denoted within each package below, all sponsors receive the following **Core Sponsor Benefits** package:

- ✓ **Logo included in on-site sponsor recognition signage**
- ✓ **Logo and media link in event app**
- ✓ **Logo and media link on conference website**
- ✓ **Logo included in attendee 'Know Before You Go' email**

## Branding Opportunities

### Bus Rodeo Swap Meet & Reception

\$15,000 **PRESENTING** -or- \$7,500 **CO-SPONSOR**

Receive the Core Sponsor Benefits package, plus:

#### PRESENTING SPONSOR EXCLUSIVES

- Swap Meet & Reception promoted as "presented by [sponsor]"
- **NEW** (1) on-site push notification recognizing sponsor
- **NEW** (1) rotating banner ad in mobile app
- Opportunity to distribute materials at Swap Meet & Reception

#### ALL SPONSORS

- **NEW** Sponsor recognition and promotion included in 'Bus Rodeo Swap Meet & Reception Invite' emailed to all attendees
- **NEW** (2) complimentary Swap Meet & Reception tickets
- Sponsor recognition on entrance signage and tent cards throughout Swap Meet & Reception

To discuss sponsorship options, custom packages, or secure your Sponsorship today, contact **Christine von Steiger** at [aptaconference@ntpevents.com](mailto:aptaconference@ntpevents.com) or **+1.703.706.8252**

## Bus Roadeo Awards Ceremony

\$20,000 **PRESENTING** -or- \$10,000 **CO-SPONSOR**

Receive the Core Sponsor Benefits package, plus:

### PRESENTING SPONSOR EXCLUSIVES

- **NEW** Awards Ceremony promoted as “presented by [sponsor]”
- **NEW** Opportunity to provide 60-second remarks on stage (or video for playback) during awards ceremony
- **NEW** (1) rotating banner ad in mobile app
- **NEW** (1) on-site push notification recognizing sponsor

### ALL SPONSORS

- Sponsor recognition on signage and on screen at awards ceremony
- Opportunity to distribute materials at ceremony

## Bus Roadeo Awards After Party

\$20,000 **EXCLUSIVE**

**EXCLUSIVE**

Receive the Core Sponsor Benefits package, plus:

- After Party promoted as “presented by [sponsor]”
- **NEW** (1) on-site push notification recognizing sponsor
- **NEW** (1) rotating banner ad in mobile app
- **NEW** (2) complimentary party registrations
- **NEW** Opportunity to provide remarks at party
- **NEW** Custom branded Step and Repeat featuring sponsor logo co-branded with APTA logo – *this is a highly visible marketing piece that will ensure your company receives prominent and lasting recognition!*
- Sponsor recognition on tent cards and signage at party

To reserve a sponsorship, or discuss availability or custom options,  
contact **Christine von Steiger** today at  
**aptaconference@ntpevents.com** or **+1.703.706.8252**

## Grand Champion Sponsor

\$10,000 **EXCLUSIVE**

**EXCLUSIVE**

Receive the Core Sponsor Benefits package, plus:

- Opportunity to announce and present award to the Grand Champion Winning Team during Awards Ceremony
- **NEW** (1) on-site push notification recognizing sponsor
- Sponsor logo inclusion on screen during remarks and announcement, on website, and in all print Rodeo materials
- (1) rotating banner ad in mobile app
- (1) complimentary registration to Awards After Party

## Bus Rodeo Official Shipping Partner

\$7,500 **EXCLUSIVE**

**EXCLUSIVE**

Receive the Core Sponsor Benefits package, plus:

- Promoted as "[sponsor] is the Official Shipping partner of International Bus Rodeo 2024"
- (1) rotating banner ad in mobile app
- (1) complimentary After Party registration
- Exclusive opportunity distribute materials at registration

# Bus Rodeo Attendee Swag

Your logo will be co-branded with the APTA logo on key swag and distributed to all participants. *All listed include the Core Sponsor Benefits.*

### Water Bottles

\$3,500



### Keychains

\$1,500



### Tote Bags

\$3,500



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