



Sustainability/ Operations Planning and Scheduling

WORKSHOP

August 18-21, 2024 | Washington, DC

Sponsorship Prospectus

American Public Transportation Association

[APTA.COM](https://www.apta.com)

Core Sponsor Benefits

In addition to the benefits listed under each package below, all sponsors receive:

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

Sponsorship Opportunities

PRESENTING SPONSOR

\$25,000 **EXCLUSIVE**

- **NEW** Core sponsor benefits
- Conference promoted as "presented by [sponsor]"
- Opportunity to provide 3-minute remarks during the opening session
- (2) complimentary conference registrations
- **NEW** (1) dedicated pre-conference sponsor email deployed to all attendees
- **NEW** (1) mobile app push notification recognizing sponsor during conference
- **NEW** (1) pre-conference social media post recognizing sponsor
- Logo displayed on screen during welcome remarks
- Logo incorporated into meeting branding elements
- Opportunity to distribute promotional item/brochure at registration
- Sponsor recognition in event app description

WELCOME RECEPTION SPONSOR

\$20,000 **EXCLUSIVE**

- **NEW** Core sponsor benefits
- **NEW** Exclusive sponsor recognition in 'Opening Reception Invite' emailed to all attendees
- **NEW** (1) push notification recognizing sponsor during conference
- (2) complimentary conference registrations
- Sponsor recognition on tent cards and signage throughout welcome reception
- Opportunity to distribute materials at welcome reception

CONTINENTAL BREAKFAST

\$10,000 (3 Available)

- **NEW** Core sponsor benefits
- **NEW** (1) push notification recognizing 'breakfast sponsored by' during conference
- Opportunity to greet attendees and network as they come into the breakfast
- Opportunity to provide 90-second welcome remarks at breakfast
- Sponsor recognition on tent cards and signage throughout breakfast
- Sponsor recognition via branded napkins at breakfast
- Opportunity to distribute promotional item at breakfast
- (1) rotating mobile app banner ad

NEW MOBILE APP SPONSOR

\$12,500 EXCLUSIVE

- Core sponsor benefits
- (2) promotional posts within app, allowing you to deliver targeted messages and content directly to conference attendees
- Prime logo placement on app splash screen, ensuring your brand is the first thing users see when accessing the app
- (2) push notifications sent to attendees through the conference app
- Up to (2) different banner ads at the bottom of most app pages, including a click-through URL to sponsor's website

PLENARY SESSIONS

\$10,000 (4 Available)

- **NEW** Core sponsor benefits
- (1) complimentary conference registration
- Opportunity to provide 60-second remarks during the session
- Sponsor recognition on tent cards and signage throughout session
- Exclusive opportunity to distribute materials at session

SESSION SPONSOR

\$4,000/Session -or- 2 Sessions for \$7,500

- **NEW** Core sponsor benefits
- Opportunity to introduce session moderator
- Sponsor recognition on signage at session
- Exclusive opportunity to distribute materials at session

LANYARD SPONSOR

\$6,000 EXCLUSIVE

- **NEW** Core sponsor benefits
- Conference lanyards will be co-branded with your company logo and APTA logo and distributed to ALL conference participants at registration

SOLD!

MOBILE APP BANNER AD

\$2,500 (Limited Availability)

- **NEW** Core sponsor benefits
- Opportunity to place a rotating banner ad in the mobile app

FRIEND OF APTA

Contribute \$1,750 to unlock the core sponsor benefits!

Secure Your Sponsor Package

To discuss sponsorship options, custom packages, or secure your sponsorship today, contact **Christine von Steiger** at aptaconference@ntpevents.com or **+1.703.706.8252**