



CORPORATE PARTNER PROMOTIONAL OPPORTUNITIES

YEAR-ROUND
NON-EVENT



**STAYING CONNECTED TO
CTAA IS A POWERFUL
WAY TO EXPAND YOUR
INDUSTRY NETWORK.**



Collaborate with CTAA to get your message in front of our audience of transit providers and community transportation leaders year-round!

All costs and opportunities listed in this document are for CTAA Corporate Partner Members. Opportunities outlined in this document can be modified at CTAA's discretion due to special circumstances when customizing a package that works best for the partnership.

To comply with all federal laws, any promotional placements on CTAA channels or properties will be disclosed with text and/or graphic indicators.

If you are interested in event-related sponsorship opportunities for CTAA EXPO or other in-person events, please contact Loreal Lance, lance@ctaa.org or Vicki Cummins, vcummins@showmgmt.com.



BUYERS GUIDE

The CTAA Transit Product & Service Buyer's Guide is a robust digital catalog featuring 20+ transportation-related categories. It is a frequently used and valuable tool for our operational members looking to connect and obtain goods and services related to their system. Corporate partners are listed both by category and alphabetically. Listing includes website and representative contact details. Updated twice per calendar year.

COST: Free! This listing is available at no additional cost to all CTAA Corporate Partner Members.

CTAA.ORG WEBSITE

Banner advertisement on the CTAA.org homepage or non-event sub-page. 600x100 px JPEG and link must be provided by the corporate partner. CTAA will provide overall visits to the page during the banner's duration. It is recommended that the corporate partner includes a trackable link and set up web analytics to track click-throughs.

COST: \$1,000, 30-day duration.
Volume discount available when placing 3+ banner ads in one calendar year



E-NEWSLETTER BANNER AD

The CTAA "Fast Mail" e-newsletter is highly anticipated and read by industry leaders across the country, making it a strategic way to reach the decision-makers who matter most to your company. Fast Mail is sent exclusively to 1,200 CTAA member organizations (approximately 2,000 contacts) and has a 38-50% open rate. Banner advertisement appears at the top of the email. 600x100 px JPEG and link provided by the corporate partner.

COST: \$850

Volume discount available when placing 3+ banner ads in one calendar year



E-NEWSLETTER "ADVERTORIAL"

Engage further with Fast Mail e-newsletter readers with a highlighted news section. 100x100 px logo or photo allowed. 55 words maximum, including links and contact information. A banner ad is a more straightforward branded promotional message, while advertorials are aimed to educate and inform consumers about a product or service.

COST: \$1,200

Volume discount available when placing 3+ advertorials in one calendar year

DEDICATED EMAIL

Share your message to 1,200 CTAA member organizations comprised of community transportation leaders nationwide. Your dedicated email can build brand awareness, announce a new product or service, or encourage an action from our community such as signing up for a demo, downloading a white-paper, or setting up a one-on-one meeting with your sales team. Corporate partner may provide up to 400 words, a header image (600x200 px), 4 thumbnail images (150x150 px), and up to two links.

CTAA sends a maximum of one (1) dedicated promotional email per month. First-come, first-served.

COST: \$1,750

Volume discount available when securing 2+ dedicated emails in one calendar year

SOCIAL MEDIA "TAKEOVER"

"Take over" CTAA's social media with concurrent posts on CTAA's LinkedIn, Facebook, and Instagram channels. Sponsor will provide up to three graphics or photos per post and a caption of 60 words maximum including links and hashtags. Note that links are not clickable on Instagram but are on Facebook and LinkedIn.

Graphics and captions can be customized to each platform or we can use one graphic and caption for all. 1080 pixels by 1080 px is the recommended graphic size but we can accept files customized to each platform.

COST: \$850

Volume discount available when securing three social media takeovers in one calendar year

Maximum three take overs per year per corporate partner



WEBINAR SPONSORSHIP

Pick the topic, the speakers, and the content, we'll manage the registration and webinar technology! CTAA will promote to our 1,200 member organizations in the weeks leading up to the launch date.

We cannot guarantee attendance but typical attendance for CTAA webinars depending on topic is 100-200 individuals.

This sponsorship option includes one planning session via Zoom (or in person if local to DC) with CTAA Communications, other staff, and leadership.

COST: \$3,200

Maximum 2 webinars per year per corporate partner

BOARD AUDIENCE: SPRING MEETING

Corporate partners are invited to have an audience with the CTAA Board of Directors and Staff Leadership during the Spring In-Person Board Meeting. Choose one of the available options or customize your own package. Geographic location and dates to be determined. Past meetings have been held in Santa Fe, Palm Beach, Oklahoma City, Washington DC, and more.

- Tabletop sponsorship. Offer branded materials and engage with leadership during meeting breaks and meals.
 - **COST: \$2,000**
- Presentation to the board. Corporate sponsor will have 15-20 minutes to address all attendees of the meeting. Slides and video welcome.
 - **COST: \$2,500**
- Sponsor a board dinner or reception. Venue, location, menu, and other logistics will be decided by and taken care of by CTAA.
 - **COST: \$3,500**

Two corporate partners maximum per board meeting, first come, first served.



BOARD AUDIENCE: FALL MEETING

Corporate partners are invited to have an audience with the CTAA Board of Directors and Staff Leadership during the Fall In-Person Board Meeting. Choose one of the available options or customize your own package. Geographic location and dates to be determined. Past meetings have been held in Santa Fe, Palm Beach, Oklahoma City, Washington DC, and more.

- Tabletop sponsorship. Offer branded materials and engage with leadership during meeting breaks and meals.
 - **COST: \$2,000**
- Presentation to the board. Corporate sponsor will have 15 minutes to address all attendees of the meeting. Slides and video welcome.
 - **COST: \$2,500**
- Sponsor a board dinner or reception. Venue, location, menu, and other logistics will be decided by and taken care of by CTAA.
 - **COST: \$3,500**

Two corporate partners maximum per board meeting, first come, first served.



AGREEMENT

CONTACT INFORMATION

Organization _____

Address _____

City _____ State _____ Zip _____

Submitted by _____ Title _____

Phone _____ Email _____ Website _____

SELECTED PROMOTIONAL OPTIONS and PREFERRED TIMING

Option 1 _____

Option 2 _____

Option 3 _____

Option 4 _____

Notes _____

TOTAL COSTS

\$ _____

Signature _____

Promotion will not be considered official until payment in full is received. Payment is non-refundable but is transferable within the same calendar year if canceled at least 30 days in advance of the agreed timing for promotion.

PAYMENT

Return This Form To: Vicki Cummins, vcummins@showmgmt.com

Make Checks Payable to: CTAA, 1341 G St NW, Ste 210, Washington, DC, 20005

Make Credit Card Payments Through Link Below or Scan QR Code →

https://ctaa.formstack.com/forms/online_payments_expo_sales

