



CTAA LEADERSHIP ACADEMY

MARCH 1-6, 2026
WASHINGTON, DC

PROMOTIONAL OPPORTUNITIES

What is Leadership Academy?

The CTAA Leadership Academy offers a selected group of 30 rising star transit professionals a series of comprehensive courses that explore the core principles of effective leadership, strategic planning, and team management. Participants engage in dynamic workshops, interactive sessions, and networking opportunities with industry experts and peers.

The program's holistic approach ensures that attendees leave with a profound understanding of effective leadership in the transit industry, empowering them to lead with integrity and vision.



Leadership Academy 2025



Presenting Sponsor

\$7,500.00
(1 Available)

This is a chance to connect with Leadership Academy - Cohort 8, which consists of over 25 future transit leaders engaged in a five-day immersive leadership experience. Your company representative will have the opportunity to speak for up to five minutes during both the Leadership Academy Kick-Off Dinner and the Leadership Academy Graduation.

- This sponsorship also includes:
 - Your logo/company name on the daily agenda and daily PowerPoint Presentation.
 - Your logo/company name on the menu of the Leadership Academy Kick Off Dinner.
 - Branded napkins at all meals.
 - Opportunity to put your company-provided swag and/or printed materials in the registration bag.
 - Your logo/company name on all Leadership Academy name badges worn by participants and guests.
 - Your company logo across all digital platforms and on signage as the Leadership Academy presenting sponsor.

Workshop Sponsor

\$5,000.00
(1 Available)

Step into the spotlight with Leadership Academy - Cohort 8! This unique “create your own workshop” opportunity allows Cohort 8 to explore a real-life, current case study of your product. Your 60-minute workshop should focus on leadership as it pertains to your offerings.

This sponsorship includes:

- Your company logo on the daily agenda.
- Your company-provided swag and/or printed materials in the registration bag.
- Your company logo across all digital platforms and on signage as a Leadership Academy workshop sponsor.

“The CTAA Leadership Academy is the **single most important training I have ever attended**. The structure of the training and the engaging atmosphere of the speakers were interesting and moved me out of my comfort zone. The Academy taught me a critical lesson on the difference between Authority and Leadership that I have been incorporating into my team at work. I will send a representative of West Virginia DOT every year CTAA will allow because this training is truly transformative and I hope all of my staff will eventually be able to participate.”

Neal Vance, WVDOT

“It was hands-down the **best training experience of my life**. Being immersed in the subject matter for five days with my peers in similar situations as myself resulted in fantastic problem-solving opportunities, a honed skillset to be used in the work environment and personal life, and forged lifelong friendships.”

Roman Steichen, Transit Services of Frederick County

Scholarship Sponsor

\$5,000.00*
(25 Available)

Your scholarship will make it possible for a rising star to get the education and training to launch their future as a transit leader!

This sponsorship includes:

- Opportunity to select a specific participant to receive your company's sponsorship.
- Announce the winner of the scholarship at the Leadership Academy Kick Off call in February 2026.
- Your company-provided swag in the registration bag.
- Your company logo across all digital platforms and on signage as a Leadership Academy Scholarship sponsor.

***Partial opportunities also available**

Graduation Sponsor

\$5,000.00
(1 Available)

Celebrate Leadership Academy - Cohort 8, 30+ future transit leaders who are graduating from a five day immersive leadership experience.

This sponsorship includes:

- Your company logo on the Graduation PowerPoint Presentation.
- Your company-provided swag in the registration bag.
- Your company logo on Leadership Academy name badges.
- Your company logo across all digital platforms and on signage as a Leadership Academy Graduation sponsor.



Leadership Meal Sponsor

\$1,500.00 per meal
(6 Available)

Future leaders work up an appetite! Nourish the next wave of community transit superstars with this crowd-pleasing sponsorship.

This sponsorship includes:

- Your company logo on beverage napkins.
- Your company flyer at all place settings.
- Your company logo across all digital platforms and on signage as a Leadership Academy sponsor.

Interested in speaking to the Leadership Academy - Cohort 8 during breakfast or lunch? Inquire for the possibilities.





CONTRACT

CTAA LEADERSHIP ACADEMY - March 1-6, 2026 - Cohort 7 - Washington, DC

CONTACT INFORMATION

Organization _____
Address _____
Submitted by _____ Title _____
Phone _____ Email _____
Website _____

CONFERENCE SPONSORSHIP

By signing this contract and submitting this contract, I/we agree to abide by the Terms and Conditions below. In addition, the signer represents and warrants that he/she is authorized by the above-mentioned company to bind that company to this contract.

Promotional Opportunity Description:

Cost:

TERMS AND CONDITIONS

I/We understand this is officially a contract when submitted to and accepted by CTAA. A 50% deposit is due with the contract. The balance must be paid in full by **February 13, 2026**. I/We understand that the deposit is due and non-refundable regardless of participation if canceled before **February 13, 2026** and the balance is due and non-refundable for cancellations after **February 13, 2026**. This will not release us from financial obligation.

Sponsorships are subject to availability and are on a first-come, first-serve basis (exception for the prior year's sponsor's right of first refusal).

If CTAA is unable to legally convene due to ordinances put in place by local, state, and/or federal governments, sponsors and exhibitors will be given the option to utilize their paid sponsorship towards a virtual sponsorship (if applicable), receive a refund of the paid sponsorship or transfer paid sponsorship to the following year's event. Sponsors who decide to cancel their participation prior to an official event cancellation announcement from CTAA will do so in accordance with the normal cancellation schedule and will not be eligible for any additional refunds should CTAA be forced to cancel the event at a later date.

TOTAL FEES

\$ _____

Authorized Signature _____ Date _____

PAYMENT INFORMATION

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

Credit Card Payments Through This Link: https://ctaa.formstack.com/forms/online_payment_leg_flyin_sponsorship or Scan QR Code:

Updated 9/4/25

SUBMIT COMPLETED CONTRACT TO Vicki Cummins at vcummins@showmngmt.com

ACCEPTED BY CTAA Signature _____ Date _____