

Partnerships: Getting Others to Help Tell Our Story

APTA Marketing and
Communications Workshop
2011

The logo for 'THE RAPID' is located in the bottom right corner. It features the word 'THE' in a small, blue, sans-serif font, followed by 'RAPID' in a larger, bold, blue, italicized sans-serif font. A red horizontal line is positioned above the 'I' in 'RAPID'. The logo is set against a dark blue background that forms a stylized wave or mountain shape at the bottom of the slide.

THE RAPID

ArtPrize

- Mission: Be a catalyst for collisions and connections between artists and communities, for the sake of infusing vitality and courage into culture.
 - 19 days
 - 192 venues
 - 1,713 artists; 1,200 pieces of art
 - 200,000+ visitors--of those, 50% non-residents



THE RAPID

ArtPrize

- Partnership
 - Free rides for wristband holders
 - Park and ride opportunities
 - Introduced our trip planner
- Benefits
 - Significant press coverage
 - Tie in to a popular local event
 - Wristband ridership—48,000+

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THE RAPID

Buzz

- “We’re really thrilled to have such great partners [like The Rapid] so thank you for your support.” Rick DeVos, founder of Art Prize
- “We’re really thrilled to have such great partners [like The Rapid] so thank you for your support.” Hank Meijer, CEO, Meijer

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Local First Partnership Programs

- Local First is a non-profit membership organization to “encourage the development of a vibrant, sustainable West Michigan economy by promoting local business ownership, social equity, and environmental stewardship through education, support and collaboration.”
- Over 600 members in 23 industry categories

Group Ad Discounts

- 20% discount on published ad rates for all Local First members
- Applies to interior and exterior, but not bus wraps
- Must display the Local First logo on the ad to be eligible



THE RAPID

Local First Members in Trip Planner



Trip Planning

The Rapid's Trip Planner shows you step-by-step how to reach your destination within our service area. Tell us where you're starting and where you're going, and we'll do the rest.

PLEASE NOTE - You can enter a specific day and/or time to plan a trip in advance (under "show options"). If you do not enter a day or time, the trip planner will give you the information for the next available scheduled trip. **We strongly encourage planning your trip in advance as not all routes run on all days and times.** If you have additional questions or need more information, please call our Information Line at 776-1100. Actual times can vary due to weather, traffic conditions, or other circumstances. Please allow extra time.

- A [Art]
 - B
- A la Carte Advertising
 - Abney Charter Academy
 - American Fitness Partners
 - Art Addition and Oddities
 - Art Additions & Oddities
 - Art is Food at 139 Sheldon
 - Art of the Table
 - Ar/seen Food
 - Arts Council of Greater GR
 - Beene Garder LLP
 - Cambridge Apartment
 - Campus School Of Arts & Literature
 - Catalyst Partners
 - Coit Arts & Science Academy
 - Coit Creative Arts Academy
 - Echo A Brand Rinehart Salon
 - Flower Designs by Marty LLC
 - From the Heart Yoga Center
 - Grand Rapids Art Museum
 - Grand Rapids Art Museum - Exhibition Center
 - Grand Rapids CC - Collins Art Gallery
 - Grand Rapids Police Department



THE RAPID