# Marketing, Communications & Customer Experience Workshop

FEBRUARY 23-26, 2025 LONG BEACH, CA

**SPONSORSHIP** 

**OPPORTUNITIES** 

Zero-Emissio Bus

**APTA.COM** 



#### **ELEVATE**

# DRIVE RESULTS

This four-day workshop focuses on all aspects of public transportation marketing and communications, including media relations, customer experience, social media, ridership initiatives, and best practices.

**Who Attends:** All public transportation personnel involved in marketing, communications, media relations, advertising, social media, planning, research, service development, and customer service.

#### **SPONSORSHIP OPPORTUNITIES**



#### **Presenting Sponsor**

#### \$25,000 | Exclusive

- Workshop promoted as "presented by [sponsor]"
- Special recognition in Welcome email sent to all attendees
- (2) complimentary workshop registrations
- (1) pre-workshop social media post recognizing sponsor
- (1) push notification recognizing sponsor during workshop
- Opportunity to provide remarks (up to 3 minutes) during the opening session
- Logo displayed on screen during welcome remarks
- Opportunity to distribute promotional item at registration

#### Secure a Sponsorship or Curate a Custom Package

Contact:

Christine von Steiger 703-706-8252 aptaworkshop@ntpevents.com

## + Core Benefits Included with All Sponsorships

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

#### **General Sessions**

NEW

2 Available | \$10,000 (Monday Opening Session) / \$5,000 (Tuesday General Session)

- Special recognition in that day's Show Daily email to all attendees
- (1) complimentary workshop registration
- Opportunity to provide video (up to 60 seconds) for playback during general session
- (1) push notification recognizing sponsor during workshop
- Exclusive opportunity to distribute promotional item at session
- Sponsor logo and recognition with session description in mobile app
- Sponsor recognition on signage at general session

MARKETING, COMMUNICATIONS & CUSTOMER EXPERIENCE WORKSHOP

#### **SPONSORSHIP OPPORTUNITIES**

#### **Networking & Events**

#### **Welcome Reception**

#### \$10,000 | Lead -or- \$5,000 | Co-Sponsor

#### Lead sponsor exclusives:

- · Top billing in all event promotions
- (1) complimentary workshop registration
- Sponsor logo custom branded on beverage napkins

#### All sponsors receive:

- Special recognition in Sunday Show Daily email to all attendees
- (1) push notification recognizing sponsor(s) during workshop
- Opportunity to distribute materials at welcome reception
- Sponsor recognition on signage at welcome reception

#### **Adwheel Luncheon**

#### \$10,000 | Lead -or- \$4,000 | Co-Sponsor

#### Lead sponsor exclusives:

- Top billing in all event promotions
- Opportunity to provide remarks (up to 2 minutes) at luncheon
- (1) complimentary workshop registration
- Sponsor logo and recognition with session description in mobile app
- Sponsor logo custom branded on beverage napkins

#### All sponsors receive:

- Special recognition in Tuesday Show Daily Email to all attendees
- (1) push notification recognizing sponsor(s) during workshop
- Opportunity to distribute promotional item at luncheon
- Sponsor recognition on signage at luncheon

MARKETING, COMMUNICATIONS & CUSTOMER EXPERIENCE WORKSHOP

#### **Networking Meet Up**



#### \$5,000 | Exclusive

- Special recognition in that day's Show Daily email to all attendees
- (1) push notification recognizing sponsor during workshop
- Opportunity to distribute materials at networking meet up
- Sponsor recognition on signage at networking meet up

#### **Breakfast Sponsor**

#### \$6,000 | 3 Available (Exclusive per Day)

- Special recognition in that day's Show Daily email to all attendees
- (1) push notification recognizing sponsor during workshop
- Exclusive opportunity to distribute promotional item at breakfast
- · Sponsor recognition on signage at breakfast

# **Curate Your Own Sponsor Package**

We are happy to build a custom sponsor package to align with your organization's goals and budget.

Contact us today to discuss options and availability so we can start designing a package perfectly suited to you and your business!

#### **Contact Us Today**

Christine von Steiger
Account Executive
+1-703-706-8252
aptaworkshop@ntpevents.com

#### **SPONSORSHIP OPPORTUNITIES**

#### **Networking & Events**

### Dessert Break at Marketing Exchange

#### \$3,000 | Exclusive

- (1) push notification recognizing sponsor during workshop
- · Opportunity to distribute materials at break
- Sponsor recognition on signage at break area

#### **Lunch & Learn**

#### \$7,500 | Lead -or- \$3,500 | Co-Sponsor

#### Lead sponsor exclusives:

- · Top billing in all event promotions
- Opportunity to provide remarks (up to 2 minutes) at lunch & learn
- (1) complimentary workshop registration
- Sponsor logo custom branded on beverage napkins

#### All sponsors receive:

- Special recognition in Monday Show Daily email to all attendees
- (1) push notification recognizing sponsor(s) during workshop
- Sponsor logo and recognition with session description in mobile app
- Exclusive opportunity to distribute promotional item at lunch & learn
- Sponsor recognition on signage at lunch

#### **Education Sessions**

#### \$4,000 | 1 Session -or- \$7,500 | 2 Sessions

- Opportunity to introduce session moderator
- Exclusive opportunity to distribute promotional item at session
- · Sponsor recognition on signage at session
- Sponsor logo and recognition with session description in mobile app



# **Contact Us to Secure Your Sponsor Package**

Christine von Steiger
Account Executive
+1-703-706-8252
aptaworkshop@ntpevents.com

MARKETING, COMMUNICATIONS & CUSTOMER EXPERIENCE WORKSHOP

#### **SPONSORSHIP OPPORTUNITIES**

#### **Digital Activations**



#### **Mobile App Title Sponsor**

\$10,000 | Exclusive



#### **Mobile App Banner Ads**

\$2,500 | Limited Availability

 (1) mobile app banner ad, including click-through link to sponsor's website

#### Friend of APTA

\$1,750

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

- Special recognition in Know Before You Go email to all attendees
- (2) push notifications recognizing sponsor during workshop
- Prime logo placement on app splash screen
- (2) mobile app banner ads (multiple placements in app), including click-through link to sponsor's website
- · (1) complimentary workshop registration

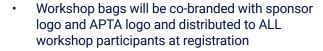
#### **Branding Packages**



#### **Workshop Bags**

Contact for Pricing | Exclusive







#### Lanyards

**Contact for Pricing | Exclusive** 

Sponsor logo will be co-branded with APTA logo on all lanyards/badge holders and given to all participants at registration/check-in.

#### **Accessibility Ambassadors**

\$7,000 | Exclusive

- Special recognition in Know Before You Go email to all attendees
- Sponsor logo included on all Ambassador T-Shirts



#### **Hardcover Notebooks**

Contact for Pricing | Exclusive

Sponsor logo will be custom branded on hardcover notebooks and distributed to attendees at registration/check-in.



Produced By:
American Public Transportation Association
1300 I Street NW
Suite 1200 East
Washington, DC 20005
apta.com



Managed By: NTP Events 313 South Patrick Street Alexandria, VA 22314 ntpevents.com

#### **Secure Your Sponsorship**

Christine von Steiger | Account Executive
Phone | 703-706-8252

**E-mail** | aptaworkshop@ntpevents.com

MARKETING, COMMUNICATIONS & CUSTOMER EXPERIENCE WORKSHOP