



Marketing, Communications & Customer Experience Workshop

**FEBRUARY 23-26, 2025
LONG BEACH, CA**

SPONSORSHIP

OPPORTUNITIES

APTA.COM



ELEVATE

EXPOSURE

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

NEW

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

+ 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

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

NEW

- 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

Secure a Sponsorship or Curate a Custom Package

Contact:

Christine von Steiger

703-706-8252

aptaworkshop@ntpevents.com

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

Networking Meet Up

\$5,000 | Exclusive

NEW

- 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

**MARKETING, COMMUNICATIONS &
CUSTOMER EXPERIENCE WORKSHOP**

apta.com/workshops-events

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

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Account Executive

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SPONSORSHIP OPPORTUNITIES

Digital Activations

NEW

Mobile App Title Sponsor

\$10,000 | Exclusive

- 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

NEW

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!

Branding Packages

NEW

Workshop Bags

Contact for Pricing | Exclusive

- Special recognition in Welcome email to all attendees
- Workshop bags will be co-branded with sponsor logo and APTA logo and distributed to ALL workshop participants at registration

NEW

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.

NEW

Hardcover Notebooks

Contact for Pricing | Exclusive

Sponsor logo will be custom branded on hardcover notebooks and distributed to attendees 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



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Secure Your Sponsorship

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