

**2023**

**SPONSORSHIP  
PROSPECTUS**



Association for Commuter Transportation

# About



The Association for Commuter Transportation (ACT) is the premier association for Transportation Demand Management professionals and advocates for commuter transportation. Professionals rely on ACT to connect with colleagues and support their knowledge to help them excel at their jobs. Simply put, TDM professionals turn to ACT more than any other organization for learning and networking.

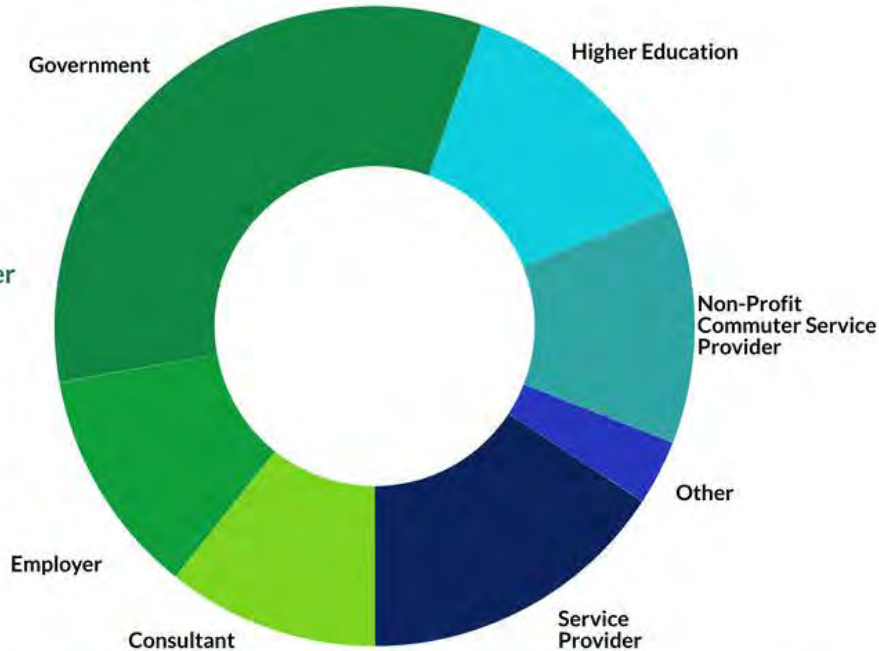


**1,300+**  
members

- Fortune 500 companies
- Colleges & Universities
- City, County & State DOTs
- Transportation Management Associations
- Metropolitan & Regional Planning Organizations
- Mobility Service Providers & Consultants

## Members By Sector

- 33% Government
- 16% Service Provider
- 13% Higher Education
- 12% Employer
- 12% Non-Profit Commuter Service Provider
- 11% Consultant
- 3% Other



Our membership is balanced and represents a diverse range of sectors

## Diversity of Roles



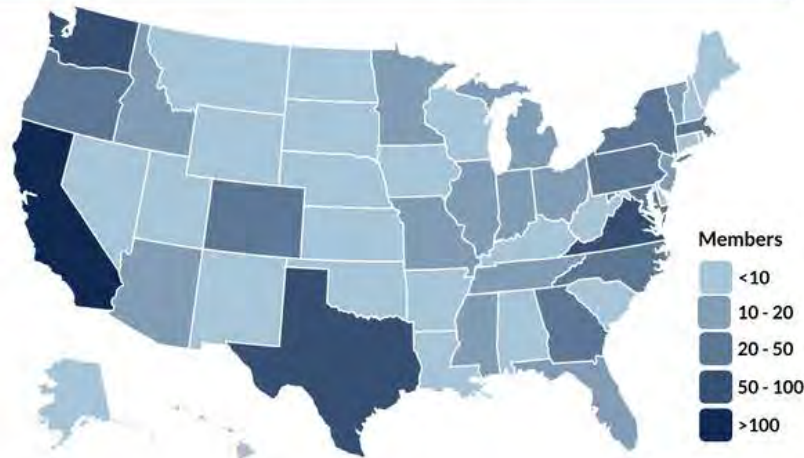
**19** Fortune 500 companies



The majority of ACT members live in the U.S. but ACT is global

We also have members in

- New Zealand
- Australia
- Israel
- Kenya
- Canada
- United Kingdom



# Recognition

# Corporate Partner

## Additional Benefits for Your Existing Support

To recognize the significant contributions being made by an exclusive group of organizations that support ACT's programs and events, we have launched a Corporate Partner program. As a Corporate Partner, your company will gain increased recognition as an industry leader among your peers and competitors while supporting ACT's goals to support member success and advance TDM. As a Corporate Partner, your company will receive throughout 2023.

Sponsoring ACT's International Conference brings your company on the path towards being a Corporate Partner, which is achieved by supporting two (2) or more ACT events and programs at a combined annual financial level, including membership dues, of \$10,000 or greater.

### Champion Level = Combined sponsor & membership support over \$20,000

- A feature story in ACT's Connections Newsletter (sent to 4,000+ recipients)
- Rotating company logo and hyperlink to company website on ACT's home page
- Ability to write and post a promotion or news story to ACT's Facebook page
- One additional complimentary registration to the International Conference
- One additional complimentary registration to the TDM Forum
- One additional complimentary registration to THE Climate ACTION Summit
- Complimentary registration to Public Policy event or DC Fly-In Logo and 100-word promotional description of company on Corporate Partners page on website
- Corporate Partner Ribbon on company employee's badges at all ACT events
- Champion Corporate Partner Badge for employees on Connect
- Announcement of Corporate Partner status on ACT's social media accounts
- Free table at student career fair

### Leader Level = Combined sponsor & membership support of \$15,000–\$19,999

- Rotating company logo and hyperlink to company website on ACT's home page
- One additional complimentary registration to the TDM Forum or THE Climate ACTION Summit
- Complimentary registration to Public Policy event/DC Fly-In
- Logo and 100-word promotional description of company on Corporate Partners page on website
- Corporate Partner Ribbon on company employee's badges at all ACT events
- Leader Corporate Partner Badge for employees on Connect
- Announcement of Corporate Partner status on ACT's social media accounts
- Free table at student career fair

### Patron Level = Combined sponsor & membership support of \$10,000–\$14,999

- Rotating company logo and hyperlink to company website on ACT's home page
- Logo and 100-word promotional description of company on Corporate Partners page on website
- Corporate Partner Ribbon on company employee's badges at all ACT events
- Patron Corporate Partner Badge for employees on Connect
- Announcement of Corporate Partner status on ACT's social media accounts
- Free table at career fair





# 37TH ANNUAL INTERNATIONAL CONFERENCE

SEATTLE • WASHINGTON

JULY 30 - AUGUST 2, 2023

#ACT23

## At A Glance

600+ Attendees

40+ Breakout Sessions

30+ Exhibitors

National Awards Breakfast

Exhibitor Networking Social

Opening Reception

Annual Meeting

## ABOUT

The premier TDM event of the year! ACT's International Conference is one of the largest gatherings of TDM professionals in the country. Attracting over 600 attendees from across the United States and around the globe, attendees represent Fortune 500 companies, State/local agencies, MPOs, TMAs, consultants, transit agencies, vendors, and transportation providers. The International Conference spans four days and provides attendees with numerous opportunities for professional development, networking, and fun.



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# 2023 International Conference Sponsorship Levels

#ACT23

**Sold Out!**

Benefits	Platinum \$20,000	Diamond \$15,000	Gold \$10,000	Ruby \$7,500	Silver \$5,500	Bronze \$3,000
Selection of Sponsor Opportunities (Listed on Next Page)	A + C + C	A + C or B + C + C	B + C	B or C + C	C	N/A
Complimentary Full Registrations (Value \$925 each)	5	4	3	2	2	1
Event List of attendees that have accepted marketing	Pre & Post	Pre & Post	Pre & Post	Post	Post	-
Logo on applicable signage at event	X	X	X	X	X	X
Logo on emails & website	X	X	X	X	X	X
Insert in Conference Bag	Item or Paper	Item or Paper	Paper	Paper	-	-
Ad in Electronic Conference Program	Full Page Ad	½ Page Ad	¼ Page Ad	-	-	-
Reserved Theme Table during lunch each day	X	X	-	-	-	-
Opportunity to Moderate and Sponsor a session	X	-	-	-	-	-



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# 2023 International Conference Opportunities

#ACT23

A	B	C
Keynote Session <b>Sold Out!</b>	Opening Reception <b>Sold Out!</b>	Standard Exhibit Booth (+\$500 for Corner Booth)
Lanyard	Member Center	Morning Coffee/Afternoon Break
Conference Bag	Selfie Wall	Floor Decals
Wi-fi	Awards Ceremony	2 Additional Registrations
Client Champion <b>Sold Out!</b>	First-time/new Member Reception <b>Sold Out!</b>	App Push Notification
Mobile App	Charging Station	Sponsor Function Highlighted
Welcome Gift	Sponsor <b>Sold Out!</b>	Morning Wellness (yoga/walk)
Happy Hour <b>Sold Out!</b>	Registration	
	Welcome Banner (30x72)	
	Column Cling	

Unused opportunities may be sold as individual items after May 1<sup>st</sup> of the conference year.

Exhibiting Only	Standard Booth \$2,500	Corner Booth \$3,000	6' Table Space \$1,750
Complimentary Full Registrations (Value \$925 each)	2	2	1
One (1) 6' table, two chairs, and waste basket	X	X	X
Listing in the Program Guide, Mobile App, and website	X	X	X
Draped 8' backwall and 3' side walls	X	X	-
Booth identification sign	X	X	-



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# 2023 International Conference

## Detailed Opportunities

#ACT23

- **Morning Keynote Speaker** (\$10,000 Value Each): One of the most memorable parts of the conference – during Monday or Tuesday morning’s general session. Your logo will be in all emails promoting the speaker and you also get the opportunity to present for 5-minutes and to introduce the speaker! Limit two sponsors
- **Lanyard** (\$5,000 Value): Your logo/name will be printed on each conference lanyard. Sponsor can pick the lanyard color. Limit one sponsor.
- **Conference Bag** (\$7,500 Value): One (1) color imprint of sponsor's logo will appear on every attendee bag. Sponsor can provide input on the bag’s design. If the sponsor desires a more expensive bag, the sponsor will incur the additional cost to purchase the bag. Limit one sponsor.
- **Attendee WI-FI** (\$7,500 Value): Sponsor’s logo will be listed as the official WI-FI sponsor on the back of each conference badge. Sponsor will also get to create the username and password used by all attendees onsite. Limit one sponsor.
- **Climate Sponsor** (\$10,000 Value): When ACT members gather for an in-person event, we produce carbon emissions from activities like heating and cooling rooms, food, and other services. To offset these event-related carbon emissions, ACT and the sponsor selecting this item will purchase verified carbon offsets designed to "offset" the emissions. Limit one sponsor.
- **Conference App** (\$7,500 Value): Includes your logo on the home screen of the conference app. Limit one sponsor. One push notification included.
- **Welcome Gift** (\$7,500 Value): Create a high-quality item that will welcome attendees to Seattle! Gift will be handed out at registration. ACT will contribute a set amount to the item, but the sponsor can pay the additional charge if the cost goes over ACT's set amount. Limit one sponsor.
- **Exhibitor Happy Hour** (\$5,000 Value): Includes signage, an opportunity to distribute promotional items at entrance to exhibit hall, logo on all drink tickets, and 20 complimentary drink tickets to distribute to clients. Limit one sponsor.
- **Opening Reception** (\$10,000 Value): Help kick-off the conference with an opportunity to host a shared experience with our registered attendees. Options may include, but not limited to: karaoke, themed trivia, a virtual scavenger hunt, rotation of live streamed bands and movie night. Limit one sponsor.





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# 2023 International Conference

## Detailed Opportunities

#ACT23

- **Member Center** (\$5,000 Value): Member Center will feature furniture for attendees to gather, network, and charge their electronic devices. Includes signage and opportunity to distribute information within Member Center. Limit one sponsor.
- **Selfie Wall** (\$5,000 Value): Share your brand on every selfie taken in front of your branded selfie wall. Guaranteed traffic! Sponsor to work with ACT to select graphic. Limit one sponsor.
- **Awards Ceremony** (\$5,000 Value) : Branded logo placement on the live stream. You have the opportunity to speak for up to five (5) before the ceremony starts. Sponsor will be recognized in all promotional materials leading up to the ceremony. Limit one sponsor.
- **First Timers / New Member Reception** (\$4,500 Value): This (invite only) event allows you to welcome and network with all of ACT's new members over the past year and first timers to an ACT Conference. The sponsor will be recognized on the conference website, on the app and on all onsite signage for the event. Limit one sponsor.
- **Charging Station** (\$5,000 Value): Everyone needs to charge up their smart devices. Host a branded kiosk to make that happen! Limit one sponsor.
- **Session Room Sponsor** (\$5,000 Value): Do you have a prize you want to raffle off? As a session room sponsor, you're entitled to one (1) breakout session room over the course of the conference that you can brand with inserts, pop-up signs, games, etc... You will be recognized as the breakout session room sponsor on the conference website, on the app and on all onsite signage for the session. Limit four sponsors.
- **Registration** (\$5,000 Value): What a way to get your name out there! Your logo will be placed on the conference registration form and on confirmation emails to attendees.
- **Welcome Banner** (\$5,000 Value): Sponsor logo will be placed on welcome banner at the entrance to ACT's General Session Room. Limit one sponsor.
- **Morning Coffee / Afternoon Break** (\$5,500 Value): Put your company front and center while attendees network. Your logo/name will appear on signage around the refreshments. Limit two sponsors.
- **Column Cling / Floor Decals** (\$5,000 Value): ACT has unique opportunities in the registration area and outside the general session room to promote your company through wall clings and decals!
- **App Push Notifications (Multiple)** (\$1,500 Value): Send a message to attendees at any time with a push notification through the conference app.
- **Morning Wellness** (\$4,000 Value): Help attendees get their day started by sponsoring a morning yoga class or group walk around Seattle. Limit two sponsors.

# New Event!

## Event Details

Date: April 4-5th, 2023

Location: Indianapolis, IN

Attendance: 150



## ABOUT

ACT will gather in Indianapolis, for 1.5 days of panels, interactive discussions, and tours focused on tackling the climate impacts of our transportation choices. Designed for transportation, sustainability, and climate change professionals working to reduce greenhouse gas emissions from the transportation sector – attendees will look at the use of transportation demand management (TDM) strategies to expand mobility options while reducing our dependence on personal vehicles. Together in small groups, participants will discuss fresh ideas, explore new strategies, and debate how we as an industry should work together to make sure what comes next is improved mobility within sustainable communities.



# Sponsorship Levels

	Gold	Silver	Bronze
<b>3 Total</b>		<b>Unlimited</b>	<b>Unlimited</b>
	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
Complimentary full registrations	8	5	2
Logo on marketing materials	x	x	x
Logo on Summit website	x	x	x
Logo on Summit signage onsite	x	x	x
Social media announcement of your sponsorship via ACT Facebook and Twitter	x	x	
Sponsor one discussion table and assist with theme and selection of moderator (all details must be approved by ACT before its accepted)	x		
Sponsor Table	x		
One of the following items below (if available)	x		
Dedicated PowerPoint slide in the General Session room	x		

## Gold Sponsor Add-On Items:

- Event Climate Sponsor
- Opening Reception
- Indy Electrification Tour (Day Two)
- Panel Session Introduction or opportunity to moderate panel (if available)



# 2023 TDM FORUM

## Event Details

**Date: Nov 2nd -3rd, 2023**

**Location: Los Angeles, CA**

**Attendance: 225 -250**

## ABOUT

The TDM Forum provides an intimate gathering for TDM professionals to tackle the challenges facing commuters head on. Transportation and mobility are constantly evolving and innovating to address the challenges facing commuters in their journeys to work. To keep up with these changes, TDM programs and professionals must continue to adapt and plan. Sessions at the Forum present recent research and case studies on current relevant issues and are structured to provide more depth to the content, allowing attendees to gather a deeper understanding of the topic being presented.

The second-largest event ACT hosts, the TDM Forum also includes the 40 Under 40 Award Ceremony and the TDM Excellence Awards.

# LOS ANGELES, CA

November 2-3, 2023



# Sponsorship Levels

	Platinum	Gold	Silver	Bronze
	2 Total	8 Total	Unlimited	Unlimited
	\$10,000	\$5,000*	\$2,500*	\$1,000*
Complimentary full registrations	5	3	2	1
Logo on marketing materials	X	X	X	X
Logo on forum website	X	X	X	X
Logo on forum signage at summit	X	X	X	X
Social media announcement of your sponsorship via ACT Facebook and Twitter	6	4	2	1
Promotional flyer/brochure in conference bag	X	X	X	
6' Exhibit Table	X	X		
Discount on additional sponsor opportunities	30%	20%	10%	
One of the following items (if available)	X	X		
- Sponsor one session & assist with selection of speakers (time permitting)				
- Conference App				
- Conference Bag				
- Lanyard				
- Networking Reception				

- **Climate Sponsor:** ACT and the sponsor selecting this item will purchase verified carbon offsets designed to "offset" the emissions of this event.
- **Conference Mobile App (1 available):** Put your logo on the home screen of the conference app.
- **Conference Bags (1 available):** Put a 1 color imprint of your logo front and center for all to see.
- **40 Under 40 Awards:** Special signage at the event, identified as sponsor in press release, opportunity to speak (3 min).
- **TDM Excellence Awards:** Special signage at the event, identified as sponsor in press release, opportunity to speak (3 min).
- **Breakfast General Session Sponsor (2 available):** Special signage, an opportunity to place a promotional item on all tables. Includes 5 min address to attendees.
- **Lanyard:** Put your company front and center on all attendees. Your logo/name will be printed on the lanyard and/or badge holder (depending on style selected)
- **Networking Reception:** Sponsor the networking reception at the end of the first day of programming, includes signage, and ability to distribute promotional materials.

# WEBINARS

ACT hosts national webinars throughout the year. Open to members and non-members, the webinars aim to provide additional professional development on timely and relevant TDM topics. ACT records all webinars and gives access to the recording and PowerPoint Presentations at anytime through the Webinar Archive page on the ACT website.

## ACT TDM WEBINARS AT A GLANCE:

4,000+ contacts receive promotional emails  
 150+ registrations  
 100+ attendees

Premium Webinar Sponsorship	Webinar Sponsorship
<b>\$1,000.00*</b>	<b>\$500.00</b>
Opportunity to create webinar topic	Logo and recognition as sponsor of selected webinar coordinated by ACT National
Work with ACT National to select speakers and give recommendations	Three minute welcome intro with slides
Three minute welcome intro with slides	Logo/name on ACT website webinar listing
Pre/Post attendee list	Post Attendee List
Logo/name on marketing materials—Including Social media announcement via ACT Facebook and Twitter, and ACT website webinar listing	
Follow-up email sent to everyone registered on behalf of the sponsor.	
Opportunity to create a 30 second video to be added to the beginning of the webinar recording.	

\*Priority selection of webinar date is based on the number of ACT event's the sponsor has committed to. Sponsorship does not include the ability to host the webinar on sponsor's site post event. Sponsors can request to host a link from their website to the webinar. However, access is limited to members and paid attendees. The sponsor may pay additional \$250 to remove paywall.