

# 2024

# SPONSORSHIP PROSPECTUS



Association for Commuter  
Transportation (ACT)

*The premier association for  
Transportation Demand Management  
(TDM) professionals and advocates for  
commuter transportation*



# LETTER FROM THE EXECUTIVE DIRECTOR

After a productive and impactful year, ACT is positioned to continue its excellent momentum in 2024. With the expected growth of events like the Annual International Conference and the introduction of “Spring into TDM,” there are many opportunities for mutually beneficial partnerships. Whether you have sponsored in the past or are considering first-time support, there are options available to you.

The association is grateful for our sponsors, without whom our work would not be possible. Your support contributes to ACT’s future success and equips the organization with the resources necessary to guide the industry forward. ACT is the leading advocate for commuter transportation and TDM professionals, and event sponsorship presents a unique opportunity to position your brand in front of audiences at the industry’s forefront. Thank you for your consideration, and please feel free to reach out to us at any time if you would like to discuss opportunities.

*David Strans*



# TABLE OF CONTENTS

ACT in numbers	2
TDM Forum	3
Webinars	5
Corporate Partnership	6
Sponsorship selection form	7

## ABOUT ACT

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.



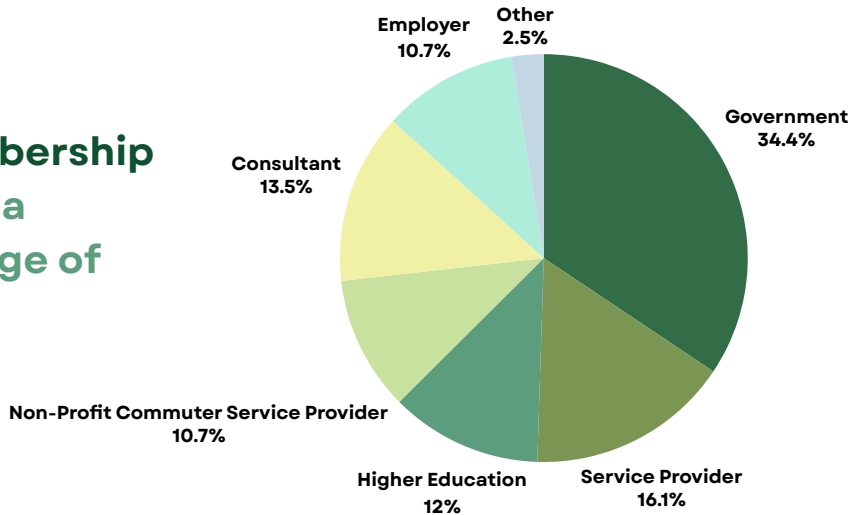
# ACT IN NUMBERS

**1,450+**  
**Members**

From sectors including Fortune 500 companies, colleges and universities, city, county, & state DOTs, Transportation Management Associations, Metropolitan & Regional Planning Organizations, Mobility Service Providers, Consultants, and more

## MEMBERS BY SECTOR

**ACT's membership represents a diverse range of sectors.**



**Most of ACT's members are in the United States, but members are also in Canada, Europe, Oceania, Africa, and Asia**

## Diversity of Roles



**13** Fortune 500 companies



## ACT'S REACH

**7,000+** Social media followers

**2,500+** Newsletter recipients

**13,000+** Monthly web visits



## Event overview

ACT is reimagining the TDM Forum to convene industry experts, new thinkers, and skilled practitioners for a deeper exploration of key TDM issues. This event promises in-depth discussions and engaging panels, offering a platform to address and strategize new solutions for today's transportation challenges. Attendees can anticipate nuanced conversations on emerging trends, transportation decarbonization strategies, and innovative TDM solutions shaping the transportation landscape within our communities and at work sites.

### Explanation of TDM Forum sponsorships (as identified in the chart below):

- **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** (one available): Put your logo on the home screen of the conference app.
- **Conference bags/folders** (one available): Put a one-color imprint of your logo front and center.
- **4 Under 40 Awards:** Special signage at the event, identified as sponsor in press release, opportunity to speak (three min).
- **TDM Excellence Awards:** Special signage at the event, identified as sponsor in press release, opportunity to speak (three min).
- **Breakfast General Session Sponsor** (two available): Special signage, an opportunity to place a promotional item on all tables. Includes five 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.

# TDM FORUM

November 12-13 | Charlotte, NC

#TDMForum

*International Conference sponsors receive a **5% discount** on any other ACT sponsorships.*

Benefits	Platinum \$10,000 2 total	Gold \$5,000 8 total	Silver \$2,500 Unlimited	Bronze \$1,250 Unlimited
<b>Complimentary full registrations</b>	7	4	2	1
<b>Logo on marketing materials</b>	X	X	X	X
<b>Logo on the website</b>	X	X	X	X
<b>Logo on signage</b>	X	X	X	X
<b>Social media announcement of your sponsorship</b>	6	4	2	1
<b>Promotional flyer/brochure in conference bag or folder</b>	X	X	X	
<b>6' exhibit table</b>	X	X		
<b>One of the following items</b> *(if available) <ul style="list-style-type: none"> <li>• Sponsor one session &amp; assist with selection of speakers (time permitting)</li> <li>• Conference app</li> <li>• Conference bag or folder</li> <li>• Lanyard</li> <li>• Networking reception</li> </ul>	X	X		

# ACT WEBINARS



## ACT webinars at a glance

- 2,500+ contacts receive promotional emails
- 150+ registrants
- 100+ attendees

## About ACT 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 any time through the Webinar Archive page on the website.

<b>Premium webinar sponsorship*</b> <b>\$1,000</b> (session topic and speakers must be confirmed before date is selected)	<b>Webinar sponsorship</b> <b>\$500</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 provide recommendations	Three-minute welcome intro with slides
Three-minute welcome intro with slides	Logo/name on ACT website listing
Pre and post attendee list	Post-attendee list
Logo/name on marketing materials including social media announcement and ACT website 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 events the sponsor has committed to. Sponsorship does not include the ability to host the webinar on the 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 an additional \$250 to remove the paywall.*

# CORPORATE PARTNERSHIP

## Opportunities for recognition

ACT's Corporate Partner program recognizes significant contributions supporting ACT's programs and events. As a Corporate Partner, your company will gain increased recognition among your peers and competitors while supporting ACT's goals.

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 **\$8,500** or greater.

### **Champion Level** > Combined sponsor and 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 ACT's spring event
- Complimentary registration to ACT's Public Policy event/DC Fly-In (*if scheduled*)
- Logo and short promotional description on the website Corporate Partners page
- 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 and 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 ACT's spring event
- Complimentary registration to ACT's Public Policy event/DC Fly-In (*if scheduled*)
- Logo and short promotional description on the website Corporate Partners page
- 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 and membership support of **\$8,500 - \$14,999**

- Rotating company logo and hyperlink to company website on ACT's home page
- Logo and short promotional description on the website Corporate Partners page
- 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 student career fair

# SPONSORSHIP SELECTION FORM

Primary contact \_\_\_\_\_ Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## Select sponsorship opportunities

**Please note that the non-member rate includes an additional 10%**

2024 International Conference (August 4-7, Denver, CO) sponsorship level:

Platinum (\$20,000)  Diamond (\$15,000)  Gold (\$10,000)  Ruby (\$7,500)  Silver (\$5,500)  Bronze (\$3,000)

Exhibitor only

Corner booth (member): \$4,000  Corner booth (non-member): \$4,600  
 Standard booth (member): \$3,000  Standard booth (non-member): \$3,600

Additional sponsorship opportunities (Diamond, Platinum, and Gold sponsors select complimentary item)

<input type="checkbox"/> \$10,000 climate champion	<input type="checkbox"/> \$7,500 attendee Wi-fi	<input type="checkbox"/> \$5,000 charging station
<input type="checkbox"/> \$10,000 keynote speaker	<input type="checkbox"/> \$7,500 room key card	<input type="checkbox"/> \$5,000 selfie wall
<input type="checkbox"/> \$7,500 conference bags	<input type="checkbox"/> \$5,000 registration	<input type="checkbox"/> \$5,000 Exhibitor Happy Hour
<input type="checkbox"/> \$7,500 mobile app	<input type="checkbox"/> \$5,000 welcome banner	<input type="checkbox"/> \$5,000 lanyards
<input type="checkbox"/> \$7,500 President's Reception	<input type="checkbox"/> \$5,000 member center	<input type="checkbox"/> \$5,000 column cling
<input type="checkbox"/> \$7,500 Opening Reception	<input type="checkbox"/> \$5,000 awards ceremony	<input type="checkbox"/> \$5,000 session room sponsor
<input type="checkbox"/> \$7,500 welcome gift	<input type="checkbox"/> Other _____	

## Additional event sponsorship add-ons (5% discount if purchased at the same time)

ACT West Coast Regional TDM Summit: April 3-4, 2024 | San Francisco Bay Area, CA

Gold (\$5,000)  Silver (\$2,500)  Bronze (\$1,250)

2024 ACT TDM Forum: November 12-13, 2024 | Charlotte, NC

Platinum (\$10,000)  Gold (\$5,000)  Silver (\$2,500)  Bronze (\$1,250)

2024 ACT TDM Webinars (held monthly) sponsorship level:

Premium (\$1,000)  Standard (\$500)

**Please note that support of at least two events along with membership dues may qualify you for Corporate Partner recognition.**

Total sponsorship amount: \$ \_\_\_\_\_

Please complete and return to Casey Murphy at [cmurphy@actweb.org](mailto:cmurphy@actweb.org).

A formal agreement and invoice will be sent once this form has been received.