



2025

SPONSORSHIP PROSPECTUS

Association for Commuter
Transportation (ACT)

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



2025 EVENTS

International Conference
New Orleans, LA | August 3-6

TDM Forum
Portland, OR | October 28-29

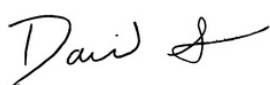
Spring Into TDM
Nationwide | Spring 2025

LETTER FROM THE EXECUTIVE DIRECTOR

With the largest International Conference yet, a completely reimagined TDM Forum, and the highly anticipated launch of Spring Into TDM, 2024 was a landmark year for ACT. As we look to 2025, we're preparing for continued growth and innovation – but we couldn't do it without the support of our sponsors.

Hosted by the leading organization for TDM professionals, ACT's events attract a wide range of transportation, mobility, and planning practitioners. Sponsoring an ACT event puts hundreds of eyes on your organization and places your brand directly in the middle of the spotlight. In addition, you're also supporting the association, which drives the industry itself forward.

We appreciate your consideration surrounding event sponsorship. Please contact us with any questions or to learn more about these exciting opportunities. Thank you for supporting and engaging with ACT!



David Straus, TDM-CP



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WHY SUPPORT 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.

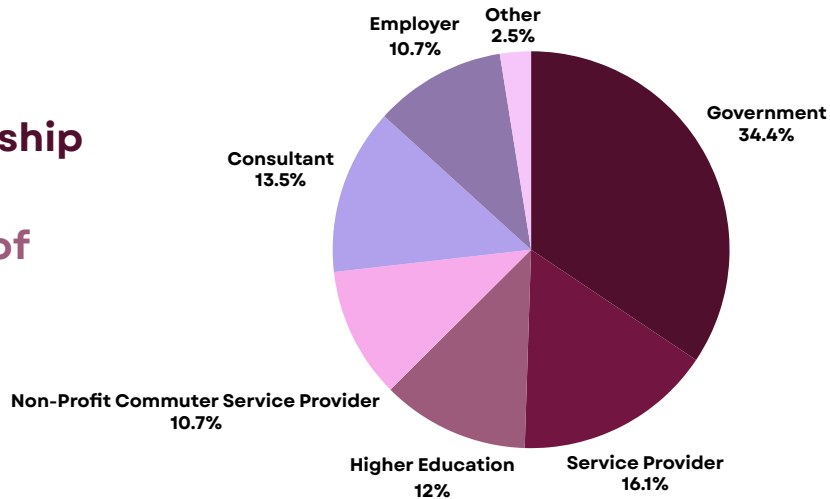
ACT IN NUMBERS

1,600+
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

ACT members are in:

43

States

9

Countries

4

Continents

21%

Hold Director-level roles or above



ACT'S REACH

7,000+

Social media followers

2,500+

Newsletter recipients

31,000+

Monthly web visits

INTERNATIONAL CONFERENCE

August 3-6, 2025 | New Orleans, LA

#ACT25



Event overview

ACT's International Conference is the largest gathering of TDM professionals in the country and the premier event of the year.

The International Conference spans four days and provides attendees with numerous opportunities for professional development, networking, and fun.

Event highlights

- President's Reception
- Opening Reception
- Keynote addresses
- Tours
- Mobile sessions
- National awards breakfast
- Exhibitor networking social
- Leadership Luncheon

Who attends?

This year's conference will welcome **650+ transportation, mobility, and planning professionals** 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.



#ACT24 in numbers

Attendees by the numbers

647

Attendees

163

Speakers

28

Exhibitors

28

Sponsors

Attendee breakdown



30%

Government



26%

Private/public
employers



24%

Service
providers



16%

Consultants



4%

Other

Who attended in 2024:

Amazon, Atlanta Regional Commission, Apple, Baltimore Metropolitan Council, Bill & Melinda Gates Foundation, Boston University, California Polytechnic Institute, San Luis Obispo, City and County of Denver, City of Austin, City of Boulder, City of Nashville, Colorado DOT, Colorado State University, Commute Seattle, City of Raleigh, Emory University/Clifton Corridor TMA, Golden State Warriors, Google, Intuit, JLL, King County Metro, LinkedIn, Los Alamos National Laboratory, Los Angeles World Airports, Michigan DOT, Microsoft, Movability, Netflix, NC DOT, NC State University, OpenAI, Penn State University, Princeton University, Riot Games, Tennessee DOT, USDOT/FHWA, Walmart, Walt Disney Company, **and more!**

INTERNATIONAL CONFERENCE

August 3-6, 2025 | New Orleans, LA

#ACT25

Please note that International Conference sponsors receive a **5% discount** on any other ACT sponsorships (ex. webinars, the TDM Forum, Spring Into TDM).

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	
Complimentary full registrations (\$975 value each)	5	4	3	2	2	1
Event attendee list* <i>*have accepted marketing</i>	Pre & post	Pre & post	Pre & post	Post	Post	
Logo on applicable event signage	X	X	X	X	x	x
Logo on emails and 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	1/2 page ad	1/4 page ad	1/4 page ad		
Reserved meeting space for half a day to host meetings or demos <i>*Will receive 10% off F&B</i>	X	2 hours				
Opportunity to moderate and sponsor a session	X					

Sponsor and exhibitor opportunities

A	B	C
Keynote session	Opening night reception	Standard exhibit booth (+\$500 for corner booth)
Lanyard	Member center	Morning coffee/afternoon break
Conference bag	Selfie wall	Floor decals
Climate champion	Mobile app	One additional registration
Welcome gift	Wifi sponsorship	App push notification
Exhibitor happy hour	Awards ceremony	Sponsor function highlighted
Room key card	Registration	Morning wellness (yoga/walk)
President's Reception	Charging station	
	Session room sponsor (four)	
	Welcome banner (30x72)	
	Column cling	

Unused opportunities may be sold as individual items after May 1 of the conference year.

Exhibiting only	Corner booth*	Standard booth
	Member cost: \$4,000 Non-member cost: \$4,600 <i>*If available</i>	Member cost: \$3,000 Non-member cost: \$3,600
One complimentary full registration (\$925 value)	1	1
One 6' table, two chairs, and waste basket	X	X
Listing in the program guide, mobile app, and website	X	X
Draped 8' backwall and 3' side walls	X	X
Booth identification sign	X	X

Detailed opportunities

- **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 five minutes and 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 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** (\$7,500 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.
- **Room key card** (\$7,500 value): Take your company’s visibility to the next level by being the first thing attendees see when they check in for the Conference. Limit one sponsor.
- **Sponsored meeting room**: Reserve your own room to host meetings or demos in.



INTERNATIONAL CONFERENCE

#ACT25

August 3-6, 2025 | New Orleans, LA

- **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): Put your brand front and center of the awards and celebration! Sponsor featured on all promotional materials leading up to the ceremony and can speak for up to five minutes before the ceremony starts. Limit one sponsor.
- **President's Reception** (\$7,500 value): This (invite-only) event allows you to network with ACT's National Board of Directors, senior leadership, chapter and council leaders, and this year's ImpACT! Leadership class. 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 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 New Orleans. Limit two sponsors.



SPRING INTO TDM

Spring 2025 | Nationwide

#SpringIntoTDM



Spring Into TDM Title Sponsorship

Showcasing your company at regional events across the country

\$5,000 (Limited to 4)

With four events scheduled to be held across the country, Spring Into TDM Title Sponsorship presents a unique opportunity to showcase your organization's leadership and provide you with a national presence. **As one of just four Title Sponsors, you will enjoy the highest level of visibility across event materials, exclusive speaking opportunities, and recognition at each event.**

These four sponsorships will serve as the only sponsors of the national Spring Into TDM promotion. Separate individual sponsorships will be available for each event and their promotion will be limited only to the communications pertaining to that event. Title Sponsors will appear in all event-specific promotional materials in addition to the national promotion.

Anticipated Spring Into TDM events include:

Patriot Chapter - Boston, MA, April 29-30, 2025

Midwest Chapter - Minneapolis, MN, April 16, 2025

Northern California Chapter - San Francisco, CA, April 2025
(Date coming soon)

SEACT Chapter - Atlanta, GA, April 28, 2025



Spring Into TDM sponsors receive a **10% discount** on TDM Forum sponsorship.

Title Sponsor Benefits

Top billing as Title Sponsors on the Spring Into TDM website

Three complimentary registrations to each chapter event

Title Sponsor promotion on ACT homepage

Recognition as Title Sponsor at each Spring Into TDM event

Includes dedicated group sign and an individual slide

Recognition as Title Sponsor on all Spring Into TDM promotional emails

Only Title Sponsors will be featured on joint communications highlighting all events. No individual event sponsors will be featured on these communications.

Top-level sponsor benefits at each event

Highest level of visibility across event materials, exclusive speaking opportunities, and recognition

Social media recognition of your sponsorship

Opportunity to select one event to speak during general session

(limited to 1 Title Sponsor at each event - priority is given based on date of sponsorship agreement)





Event overview

The TDM Forum is a unique learning and sharing opportunity for transportation industry experts, TDM professionals, stakeholders, new thinkers, and skilled practitioners who strive to make their communities more sustainable, equitable, and accessible. Participants will spend two days discussing innovative initiatives and policies and learning about nation-leading programs within track-based learning.

Through these tracks, participants will hear from subject matter experts, gather inspiring stories and experiences from innovative organizations and programs, and explore creative interventions and ideas with others dedicated to creating a better journey for everyone.

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.
- **Track sponsorship** (four available): Put your logo on the track webpage, track signs, emails, and social media.

TDM FORUM

October 28-29 | Portland, OR

#TDMForum

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

Spring Into TDM sponsors receive a 10% discount on TDM Forum sponsorship.

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

Premium webinar sponsorship* \$1,000 (session topic and speakers must be confirmed before date is selected)	Webinar sponsorship \$500
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 2,500+ 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
- 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
- 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
- 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%*

*International Conference sponsors receive a 5% discount on any other ACT sponsorships.
Spring Into TDM sponsors receive a 10% discount on TDM Forum sponsorship.*

2025 International Conference (August 3-6 | New Orleans, LA) 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 based on level)

<input type="checkbox"/> \$10,000 climate sponsor	<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"/> \$10,000 Opening Reception	<input type="checkbox"/> \$7,500 Exhibitor Happy Hour	<input type="checkbox"/> \$5,000 registration
<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 conference bags	<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 _____	

Spring Into TDM Title Sponsorship (Nationwide) sponsorship level: Title Sponsor (\$5,000)

2025 ACT TDM Forum (October 28-29 | Portland, OR) sponsorship level:

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

2025 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.

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