

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



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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.



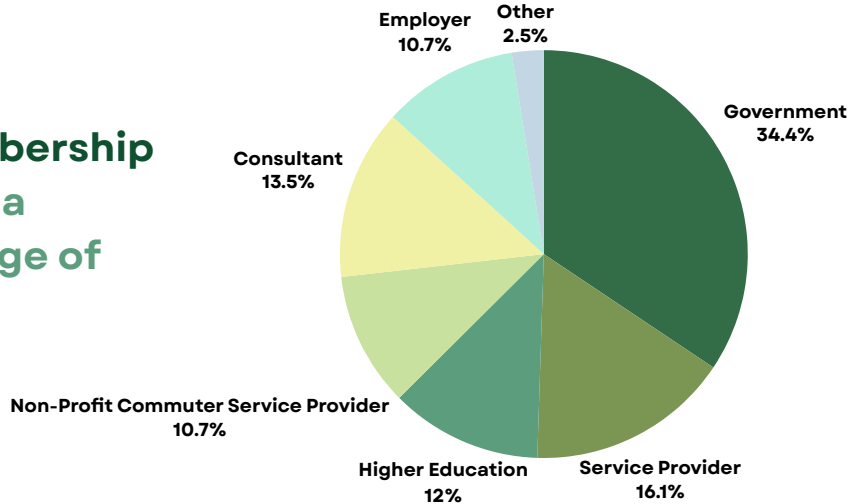
ACT IN NUMBERS

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

INTERNATIONAL CONFERENCE

August 4-7, 2024 | Denver, Colorado

#ACT24



Event overview

ACT's International Conference is the largest gathering of TDM professionals in the country and the premier event of the year. Attracting **over 625 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.

Event highlights

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

37th Annual ACT International Conference



Session Themes



The premier TDM event of the year

INTERNATIONAL CONFERENCE

August 4-7, 2024 | Denver, Colorado

#ACT24

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

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 (\$925 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 theme table during lunch each day	X	X				
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.



INTERNATIONAL CONFERENCE

August 4-7, 2024 | Denver, Colorado

#ACT24

- **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 Denver. Limit two sponsors.



ACT WEST COAST REGIONAL TDM SUMMIT

April 3-4, 2024 | San Francisco Bay Area, CA

NEW!



Event overview

In April, ACT's Northern California Chapter will welcome attendees to South San Francisco for 1.5 days of panels, interactive discussions, networking, and tours. Hosted at Genentech's South San Francisco campus, this event will highlight TDM strategies in action at a leading employer. Attendees will receive an inside look at TDM programs and initiatives in the region and learn how they've evolved to meet commuter needs. The summit is positioned to draw TDM leaders and innovators representing programs from the Bay area and beyond.

150 - 200

ANTICIPATED ATTENDEES



From leading employers, service providers, universities, and more from the west coast and beyond.

Breakout sessions

Tours of Genentech's campus

Topical keynote address

Closing reception

Networking opportunities

ACT WEST COAST REGIONAL TDM SUMMIT

April 3-4, 2024 | San Francisco Bay Area, CA

Sponsorship levels

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

	Gold \$5,000 5 total	Silver \$2,500 10 total	Bronze \$1,250 Unlimited	Friend \$700 Unlimited
Complimentary full registrations	8	5	2	1
Logo on marketing materials	X	X	X	
Logo on Summit website	X	X	X	X
Logo on Summit signage onsite	X	X	X	
ACT social media announcement of your sponsorship	X	X		
Sponsor table	X			
Dedicated PowerPoint slide in the general session room	X			
One of the add-on items below (if available)	X			

Gold sponsor add-on items:

- Event Climate Sponsor
- Closing Reception
- Keynote
- Lanyard
- Panel session introduction or opportunity to moderate panel



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
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 and PowerPoint Presentations 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 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.

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