

SPONSORSHIP LEVELS

Community Bus Level: \$250

- Business/Organization name printed in as sponsor on appropriate materials* and website for advocacy training.
- Thanked as sponsor on donor webpage for 1 year (logo and link), placed at the bottom of the page with up to 5 other logos on a row.

Express Bus Level: \$500

- Business/Organization logo listed as a sponsor on appropriate materials and website for advocacy training with up to 4 other logos in a row. Placed above Community Bus Level.
- Thanked as sponsor on donor webpage for 1 year (logo and link), placed at the bottom of the page with up to 4 other logos on a row. Placed above Community Bus level.
- Individually featured with links on UTRU Twitter and Facebook as a sponsor (1 time, pinned for 3 consecutive days).
- Advertising space (1/8 page) in 1 quarterly member newsletter.

Light Rail Level: \$1,000

- Business/Organization logo listed as a sponsor on appropriate materials and website for advocacy training with up to 3 other logos in a row. Placed above Express Bus Level.
- Thanked as sponsor on donor webpage for 1 year (logo and link), placed at the bottom of the page with up to 3 other logos on a row. Placed above Express Bus level.
- Individually featured with links on UTRU Twitter and Facebook as a sponsor (2 times over 6 months, pinned for 3 consecutive days).
- Advertising space (1/4 page) in 2 quarterly member newsletters OR ½ page in 1 quarterly member newsletter.
- Business/Organization logo on the bottom of the UTRU homepage for 1 year (tier name and level noted, above Express Bus Route Tier), shared on the same row with up to 3 other logos.
- Honorary “Friend of the Union” Thank you plaque.

Commuter Rail Level: \$2,500

- Business/Organization logo listed as a sponsor on appropriate materials and website for advocacy training with up to 2 other logos on a row. Placed above Light Rail Level.
- Thanked as sponsor on donor webpage for 1 year (logo and link), placed at the bottom of the page with up to 2 other logos on a row. Placed above Light Rail Level.
- Individually featured with links on UTRU Twitter and Facebook as a sponsor (3 times over 9 months, pinned for 3 consecutive days).
- Advertising space (1/4 page) in 4 quarterly member newsletters OR ½ page in 2 quarterly member newsletters.
- Business/Organization logo on the bottom of the UTRU homepage for 1 year (tier name and level noted, above Light Rail Tier), shared on the same row with up to 2 other logos.

- Honorary “Friend of the Union” Thank you plaque.

Regional Rail Route: \$5,000

- Business/Organization logo listed as a sponsor on appropriate materials and website for advocacy training with up to 1 other logo on row. Placed above Commuter Rail Level.
- Thanked as sponsor on donor webpage for 1 year (logo and link), placed at the bottom of the page with up to 1 other logo on row. Placed above Commuter Rail Level.
- Individually featured with links on UTRU Twitter and Facebook as a sponsor (3 times over 12 months, pinned for 3 consecutive days).
- Advertising space (1/2 page) in 4 quarterly member newsletters OR full page in 2 quarterly member newsletters.
- Business/Organization logo on the bottom of the UTRU homepage for 1 year (tier name and level noted, above Commuter Rail Tier), shared on the same row with up to 1 other logo.
- Honorary “Friend of the Union” Thank you plaque.
- Monthly Transit Pass Sponsor (Monthly giveaway to members, business/organization solely mentioned) 1 pass per month for 6 months.

High-Speed Rail Route: \$10,000+

- Business/Organization logo listed as a sponsor on appropriate materials and website for advocacy training. Placed above Regional Rail Level.
- Thanked as sponsor on donor webpage for 1 year (logo and link), placed at the bottom of the page. Placed above Regional Rail Level.
- Individually featured with links on UTRU Twitter and Facebook as a sponsor (4 times over 12 months, pinned for 5 consecutive days).
- Advertising space (Full page) in 4 quarterly member newsletters.
- Business/Organization logo on the bottom of the UTRU homepage for 1 year (tier name and level noted, above Regional Rail Tier).
- Honorary “Friend of the Union” Thank you plaque.
- Monthly Transit Pass Sponsor (Monthly giveaway to members, business/organization solely mentioned) 2 passes per month for 6 months.

Depending on the amount of donation above \$10,000, additional benefits will be considered on a case-by-case basis at the discretion of the UTRU Executive Director and Board of Directors.

* Appropriate Materials would include listing on training slide decks, and advertising material. For physical media, size and positioning will be dependent on the final product. An attempt will be made to add this to all materials, however, UTRU will always include a link to the donor page.