



Public Transit Business Partner 2010 Opportunities

Support from our Business Partner members enables the New York Public Transit Association (NYPTA) to do more than provide timely, top-quality programs.

By strengthening NYPTA's financial stability, you enable us to:

- provide a strong, unified voice for transit in the State
- more effectively advocate for the transit industry with State lawmakers
- keep the entire transit industry informed on current events
- build relationships with key stakeholders and
- provide necessary and informative educational programs to our members

We value your support as a contribution to the future of the transit industry. By working together, we are better positioned to aid our communities and regions in achieving their goals and missions.

Now, more than ever, the continued support of our partners is crucial to the success of our mission. Please know how grateful we are for your active involvement and your support of New York State's transit industry and our NYPTA educational programs. [Together, we can accomplish even more.](#)

Starting at \$500, various sponsorship opportunities (detailed on back) make supporting the organization affordable for all members and partners. NYPTA has a number of programs scheduled for 2010, including: [Transit Awareness Day \(March 1, Albany, NY\)](#), [the Public Transit Industry Spring Conference \(June 2-4, Tarrytown, NY\)](#), and [the Public Transit Industry Fall Conference & Expo \(November 17-19, Albany, NY\)](#).

In addition to NYPTA educational events, we are offering business partners the opportunity to [sponsor a webinar](#), [our online membership directory](#), [online banner advertising](#) and [our Public Transit E-Newsletter](#). We can also work with you to provide a custom sponsorship package across multiple areas and events, resulting in additional discounts for your company.

Act Now! Turn the page for details. >>

nypta NEW YORK
PUBLIC TRANSIT
ASSOCIATION

2010 Sponsorship Opportunities



We understand budgets and needs vary widely across our supporters. Please contact us to discuss custom sponsorship options. Sponsorships are available on a first-come, first-serve basis. Please submit your reservation and payment early to secure your sponsorship today.

Webinar

\$3,500 – Listed as sole sponsor on website and in all e-communications regarding the webinar. NYPTA will work with your company to determine an appropriate topic.

Online Banner Advertising

\$3,500 – This sponsorship placement will prominently appear at the top of the NYPTA web site for an entire year and link directly to your website. The specifications are 740 x 100 pixels.

\$2,500 – This banner will appear along the right-hand side of the NYPTA web site entire year and link directly to your website. The specifications are 202 x 150 pixels.

Online Directory

\$3,000 – Your logo and message included on the directory front page as sole sponsor for 12 months.

Public Transit Monthly E-Newsletters

Level 1 This sponsorship will appear prominently at the top of each e-news and link directly to your website. The specifications are 609 x 100 pixels.
\$1300/3 issues • \$2300/6 issues • \$3500/10 issues

Level 2 These banners will appear along the left-hand column of each e-news and link directly to your website. The specifications are 184 x 150 pixels.
\$750/3 issues • \$1300/6 issues • \$1800/10 issues

For our Sponsors, we will take every step possible to increase your company's exposure among the transit community.

2010 Event Sponsorships

Benefits of event sponsorships include a link to your company from the NYPTA web site; logo on event signs and e-communications; and verbal acknowledgement made from the podium. **Commit to all 2010 events at once and receive a 15% discount on your sponsorship fees!**

Transit Awareness Day

March 1, Albany, NY

Diamond – \$5,000 • Gold – \$2,500
Silver – \$1,000 • Bronze – \$500

Spring Conference

June 2-4, Tarrytown, NY

Diamond – \$7,500
Platinum – \$5,000 • Gold – \$3,000
Silver – \$1,000 • Bronze – \$500
1/4 Page Ad in Final Program – \$750

Fall Conference & Expo

November 17-19, Albany, NY

All indicated levels include ad in final conference program

Diamond – \$7,500 (full page ad)

Platinum – \$5,000 (1/2-page ad)

Gold – \$3,000 (1/4-page ad)

Silver – \$1,000 (no ad)

Bronze – \$500 (no ad)

1/4 Page Ad in Final Program – \$750

Please accept my sponsorship commitment toward furthering the educational opportunities for New York Public Transit Association.

Webinar \$ _____
 Online Banner \$ _____
 Online Directory..... \$ _____
 Public Transit E-Newsletter \$ _____
 2010 Transit Awareness Day \$ _____
 2010 Spring Conference..... \$ _____
 2010 Fall Conference & Expo..... \$ _____
Total Sponsorship Commitment \$ _____

Name _____
 Title _____
 Affiliation _____
 Address _____
 City, State, Zip _____
 Telephone/Fax _____
 Email _____

Please make checks payable to NYPTA and submit along with this form to:

NYPTA • 119 Washington Avenue • Suite 300 • Albany, NY 12210

Ph: 518.434.9060 • Fax: 518.465.0579

info@nytransit.org • www.nytransit.org

Thank you in advance for your support!