



## REQUEST FOR PRESENTING SPONSORSHIP BIDS

CALIFORNIA TRANSIT ASSOCIATION 57<sup>TH</sup> ANNUAL FALL CONFERENCE & EXPO  
NOVEMBER 16-18, 2022  
ONTARIO CONVENTION CENTER  
ONTARIO, CA

Bids may be submitted via email to Kristian Ross-Patchin at [kristian@caltransit.org](mailto:kristian@caltransit.org)

### **Introduction**

The California Transit Association is pleased to announce the call for bids to award its Annual Fall Conference & Expo **Presenting and Titanium Sponsorships**. Members of the Association (public or private) may participate in a competitive bid process for the award of Presenting Sponsor. We are now accepting sealed bids for the 57<sup>th</sup> Annual Fall Conference & Expo. Organizations must be members in good standing of the Association to submit a bid.

The **Presenting Sponsor** for the 57<sup>th</sup> Annual Fall Conference & Expo will be awarded to the organization whose bid reflects the highest monetary offer. The organization submitting the second highest bid will be offered the **Titanium Sponsorship** for the 57<sup>th</sup> Annual Fall Conference & Expo. If the second highest bidder does not accept the Titanium Sponsorship it will be offered to the third highest bidder, etc.

For over 50 years, the California Transit Association has offered a strong history of member participation, legislative achievement, and unparalleled educational and networking opportunities through our Annual Fall Conference & Expo. By supporting our event at the highest sponsorship levels, organizations help raise awareness of critical issues and further educate transit professionals in California. Sponsoring helps them build a customer base and strengthen their relationships with public transit agencies. California is one of the most transit-intensive states in the nation, and the vast majority of service in this state is provided by our members.

## **Event Information**

### **California Transit Association 57<sup>th</sup> Annual Fall Conference & Expo**

November 16-18, 2022

Ontario Convention Center

Ontario, CA

## **How to Apply**

Interested parties must complete the attached Sponsorship Bid Solicitation Form to bid on the Presenting Sponsorship. Bids must be completed in full to be eligible for consideration.

## **Presenting Sponsorship: Minimum Bids**

The minimum acceptable bid for the Presenting Sponsorship for 2022 is \$25,000.

## **Titanium Sponsorship: Set Fees**

The organization submitting the second highest bid for Presenting Sponsor will be offered the Titanium Sponsorship. If the second highest bidder does not accept the Titanium Sponsorship it will be offered to the third highest bidder, etc. The organization accepting the Titanium Sponsorship for 2022 will pay a set fee of \$20,000.

**Please email complete bids to Kristian Ross-Patchin at [kristian@caltransit.org](mailto:kristian@caltransit.org)**

## **General Information about the Association**

The California Transit Association is a not-for-profit mutual benefit corporation organized under the laws of California, with a 501(c)(6) designation under Federal Internal Revenue Service rules. The Association's leadership is comprised of a diverse group of transit experts with unparalleled knowledge of state policy and funding issues. Many of these experts bring executive and CEO-level experience from their own organizations, along with an exhaustive resume of transit operations, legal, financial, and supplier-side expertise. By serving in a volunteer capacity, they motivate and inspire members to engage and participate in the advocacy of transit.

As a member-governed organization, the Association is directed by an elected Executive Committee comprised of public transit system members, transit industry supplier members, governing board members, and one transit support group representative. Members also have an opportunity to participate in the Association through internal policy committees and through member service provider committees. More information about the Association can be found at [caltransit.org](http://caltransit.org).

### **Officers of the California Transit Association**

Executive Director: Michael Pimentel

Chair: Karen King  
Chief Executive Officer  
Golden Empire Transit District

Vice Chair/Chair of Finance & Management Committee: Sharon Cooney  
Chief Executive Officer  
San Diego Metropolitan Transit System

### **Contractual Arrangements**

The Association will notify each organization submitting a bid whether that organization will be awarded a sponsorship. The Association will send a letter and a contract via email to the organization that is awarded the Presenting Sponsorship and offered and accepted the Titanium Sponsorship. Each organization will be required to sign the contract and commit to the sponsorship amount noted on their bid.

### **Payment**

Once sponsorship fees are paid, they will not be subject to a refund unless the conference is cancelled.

### **Award Criteria**

The highest bidder shall be awarded that year's Presenting Sponsorship; and, the second highest will be offered that year's Titanium Sponsorship. Staff shall use a negotiated process to resolve any ties in bid amounts. The Executive Committee reserves the right to reject any and all bids submitted and/or to re-bid the year.

## Presenting and Titanium Sponsorship Benefits

The Association will provide the following benefits to the Presenting and Titanium Sponsors:

### Sponsorship Benefits

	Presenting	Titanium
Exclusive "Presented By" status and inclusion of the organization's name in the conference title	✓	
Exclusive "Titanium Sponsor" status		✓
Prominent visibility at the conference with premier signage	✓	✓
Inclusion of company logo in all conference brochures, promotional communications, conference materials, and website	✓	✓
Provide welcoming remarks and showcase a video during a conference general session	Maximum of three (3) minutes	Maximum of two (2) minutes
Complimentary banner in conference app	✓	✓
Complimentary 8' x 20' exhibit booth	✓	✓
Opportunity to distribute one giveaway item	✓	✓
Pre & post conference attendee contact information in Excel	✓	✓
Complimentary attendee full conference registrations	Eight	Six
Acknowledgement of sponsorship on the Association social media platforms (Twitter, LinkedIn, Instagram, and Facebook)	✓	✓
Complimentary full-page advertisement in the registration brochure	✓	
Complimentary upgraded hotel room for three nights	✓	
Complimentary host hotel door drop	✓	
One complimentary vehicle space	✓	

### Questions?

Contact:

Kristian Ross-Patchin

California Transit Association

Business Development Director

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