



# OHIO **NEEDS** TRANSIT



CONFERENCE &  
OPTA EXPO 2021

## OHIO **NEEDS** TRANSIT **CONFERENCE & OPTA EXPO 2021**

Presented by the Ohio Public Transit Association

**Wednesday, Thursday, Friday, September 15, 16, 17, 2021**  
**John S. Knight Center, Akron, Ohio**

### **Partnership Opportunities and Benefits**

## ENGAGE IN THE POWER OF PARTNERSHIPS

In Ohio, the 60+ public transportation systems are transforming mobility and redesigning our future. These systems are undergoing change and/or expansion due to technology innovations, new state funding, and growing local mobility needs. By aligning with the Ohio Public Transit Association (OPTA), our partners support a vibrant and ever-changing public transportation industry and its valuable benefits to Ohio's economy.

### **OUR TARGET AUDIENCES**

Public Transit Systems | Transit Service Industries and Providers | Transit Leadership and Teams  
Public and Elected Officials | Operations and Paratransit | Human Resources  
Planning | Marketing and Communications | Professional Services | Engineers  
Government Relations and Public Policy Leadership | Tech and Innovation Experts

### **JOIN OPTA and OUR PARTNERS!**

Ohio Department of Transportation | Masabi | TESCO  
Avail Technologies, Inc. | Ohio Transit Risk Pool | Uber Transit  
GILLIG | Optibus Ltd. | Safe Fleet

Current as of 6.8.2021

For more information, contact

Phyllis VanArsdale, Executive Administrator | [pvanarsdale@ohioneedstransit.org](mailto:pvanarsdale@ohioneedstransit.org) | 614.595.6919



# PARTNERSHIP OPPORTUNITIES

## **PRESENTING PARTNER** ..... **\$15,000**

### **Membership**

OPTA Associate Membership 2022 included - \$500 Value

### **Marketing and Communications**

Presenting Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

Digital Scroll of Honor – Customized Business Slide

Business Logo – Conference and EXPO Signage

Opportunity to provide materials or promo gifts to attendees. Items provided by partner.

### **Visibility**

One 10x20 OPTA EXPO 2021 Booth – Two Tables, Carpet, Signage, Linens, Chairs, and Waste Can

OPTA EXPO 2021 Vehicle Display – Unlimited Vehicles

Roadside Rest OPTA EXPO 2021 – Beverage Service at Your Display

Speaking Opportunity – Open or Close One General Session

Speaking Opportunity – Host and Introduce One Discussion Room – Four Total Sessions

### **Engagement and Networking**

Four OHIO NEEDS TRANSIT Conference 2021 Registrations

OPTA Exclusive Member Reception – Four Guests – Wednesday Evening

OPTA Social and Networking Event – Four Guests – Thursday Evening

Reserved Seating with Table Signage – Four Guests – Luncheon Thursday and Friday

## **PLATINUM PARTNER** ..... **\$10,000**

### **Membership**

OPTA Associate Membership 2022 included - \$500 Value

### **Marketing and Communications**

Platinum Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

Digital Scroll of Honor – Customized Business Slide

Business Logo – Conference and EXPO Signage

Opportunity to provide materials or promo gifts to attendees. Items provided by partner.

### **Visibility**

One 10x20 OPTA EXPO 2021 Booth – Two Tables, Carpet, Signage, Linens, Chairs, and Waste Can

OPTA EXPO 2021 Vehicle Display – Unlimited Vehicles

Roadside Rest OHIO LOVES TRANSIT EXPO – Beverage Service at Your Display

Speaking Opportunity – Host and Introduce One Discussion Room – Four Total Sessions

### **Engagement and Networking**

Four OHIO NEEDS TRANSIT Conference 2021 Registrations

OPTA Exclusive Member Reception – Four Guests – Wednesday Evening

OPTA Social and Networking Event – Four Guests – Thursday Evening

Reserved Seating with Table Signage – Four Guests – Luncheon Thursday and Friday

*\*Benefits are date sensitive and as available.*



# PARTNERSHIP OPPORTUNITIES

## **GOLD PARTNER** ..... **\$5,000**

### **Membership**

OPTA Associate Membership 2022 included - \$500 Value

### **Marketing and Communications**

Gold Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

Business Logo – Conference and EXPO Signage

Opportunity to provide materials or promo gifts to attendees. Items provided by partner.

### **Visibility**

One 10x10 OPTA EXPO 2021 Booth – One Table, Carpet, Signage, Linen, Chairs, and Waste Can

OPTA EXPO 2021 Vehicle Display – Unlimited Vehicles

Speaking Opportunity – Host and Introduce One Discussion Room – Four Total Sessions

### **Engagement and Networking**

Three OHIO NEEDS TRANSIT Conference 2021 Registrations

OPTA Exclusive Member Reception – Three Guests – Wednesday Evening

OPTA Social and Networking Event – Three Guests – Thursday Evening

Reserved Seating with Table Signage – Three Guests – Luncheon Thursday and Friday

## **SILVER PARTNER** ..... **\$3,000**

### **Membership**

OPTA Associate Membership 2022 included - \$500 Value

### **Marketing and Communications**

Silver Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

Business Logo – Conference and EXPO Signage

### **Visibility**

One 10x10 OPTA EXPO 2021 Booth – One Table, Carpet, Signage, Linen, Chairs, and Waste Can

OPTA EXPO 2021 Vehicle Display – Unlimited Vehicles

### **Engagement and Networking**

Two OHIO NEEDS TRANSIT Conference 2021 Registrations

OPTA Exclusive Member Reception – Two Guests – Wednesday Evening

OPTA Social and Networking Event – Two Guests – Thursday Evening

Reserved Seating with Table Signage – Two Guests – Luncheon Thursday and Friday

*\*Benefits are date sensitive and as available.*



# PARTNERSHIP OPPORTUNITIES

## **BRONZE PARTNER** ..... **\$1,500**

### **Marketing and Communications**

Bronze Partner level recognition all areas

Business name – Digital, and Web

Conference Mobile APP Promotion inclusion

Business Name – Conference and EXPO Signage

### **Visibility**

One 10x10 OPTA EXPO 2021 Booth – One Table, Carpet, Signage, Linen, Chairs, and Waste Can

### **Engagement and Networking**

One OHIO NEEDS TRANSIT Conference 2021 Registration

OPTA Exclusive Member Reception – One Guest – Wednesday Evening

OPTA Social and Networking Event – One Guest – Thursday Evening

Reserved Seating with Table Signage – One Guest – Luncheon Thursday and Friday

## **IN-KIND PARTNERSHIPS AVAILABLE**

In-Kind services can enhance your visibility while providing goods and services for the conference attendees and programs.

For In-Kind opportunities, contact Phyllis VanArsdale | [finance@ohioneedstransit.org](mailto:finance@ohioneedstransit.org) | 614.595.6919.

*\*Benefits are date sensitive and as available.*

For more information, contact Phyllis VanArsdale at  
[finance@ohioneedstransit.org](mailto:finance@ohioneedstransit.org) | 614.595.6919



# OHIO **NEEDS** TRANSIT



## **NEW OPPORTUNITY FOR 2021**

### **ENGAGE IN THE POWER OF PARTNERSHIPS and Support Public Transit Education**

#### **EDUCATION PARTNERS**

The Ohio Needs Transit Conference & OPTA EXPO 2021 will be presenting 24 Panel & Topic Discussions and CEU accreditation sessions and multiple Feature Presentations on a wide-variety of topics that have significant impact on the growth and success of Ohio's public transit industry.

## **PARTNERSHIP OPPORTUNITIES**

### **EDUCATION GOLD PARTNER .....\$6,500**

#### **Membership**

OPTA Associate Membership 2022 included - \$500 Value

#### **Marketing and Communications**

Education Gold Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

Business Logo – Conference and EXPO Signage

Opportunity to provide materials or promo gifts to attendees. Items provided by partner.

#### **Visibility**

One 10 x 20 OPTA EXPO 2021 Booth – Two Tables, Carpet, Signage, Linens, Chairs, and Waste Can

OPTA EXPO 2021 Vehicle Display – One vehicle (optional)

Speaking Opportunity – Host and Introduce One Discussion Room – Four Total Sessions

#### **Engagement and Networking**

Three OHIO NEEDS TRANSIT Conference & OPTA EXPO 2021 Registrations

OPTA Exclusive Member Reception – Three Guests – Wednesday Evening

OPTA Social and Networking Event – Three Guests – Thursday Evening

Reserved Seating with Table Signage – Three Guests – Luncheon Thursday and Friday

# PARTNERSHIP OPPORTUNITIES

## EDUCATION SILVER PARTNER .....\$3,000

### Membership

OPTA Associate Membership 2022 included - \$500 Value

### Marketing and Communications

Silver Partner level recognition all areas

Business Logo – Print, Digital, Web, and Media

Business Recognition – Media, Social Media, and Public Relations

Conference Mobile APP Promotion inclusion

Business Logo – Conference and EXPO Signage

### Visibility

One 10x10 OPTA EXPO 2021 Booth – One Table, Carpet, Signage, Linen, Chairs, and Waste Can

OPTA EXPO 2021 Vehicle Display – One vehicle (optional)

### Engagement and Networking

Two OHIO NEEDS TRANSIT Conference & OPTA EXPO 2021 Registrations

OPTA Exclusive Member Reception – Two Guests – Wednesday Evening

OPTA Social and Networking Event – Two Guests – Thursday Evening

Reserved Seating with Table Signage – Two Guests – Luncheon Thursday and Friday

## EDUCATION BRONZE PARTNER ..... \$1,500

### Membership

OPTA Associate Membership 2022 included - \$500 Value

### Marketing and Communications

Education Bronze Partner level recognition all areas

Business name – Digital, and Web

Conference Mobile APP Promotion inclusion

Business Name – Conference and EXPO Signage

### Visibility

One 10x10 OPTA EXPO 2021 Booth – One Table, Carpet, Signage, Linen, Chairs, and Waste Can

### Engagement and Networking

One OHIO NEEDS TRANSIT Conference 2021 Registration

OPTA Exclusive Member Reception – One Guest – Wednesday Evening

OPTA Social and Networking Event – One Guest – Thursday Evening

Reserved Seating with Table Signage – One Guest – Luncheon Thursday and Friday

For more information, contact  
Phyllis VanArsdale, Executive Administrator  
pvanarsdale@ohioneedstransit.org | 614.595.6919

Ohio Public Transit Association | 605 N. High St., #175 | Columbus, Ohio 43215  
www.ohioneedstransit.org



## PARTNERSHIP AGREEMENT

### **Ohio Needs Transit Conference & OPTA EXPO 2021** **Presented by the Ohio Public Transit Association**

COMPANY \_\_\_\_\_  
*Name as you wish to be listed within marketing materials.*

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SECOND CONTACT NAME \_\_\_\_\_ EMAIL \_\_\_\_\_

PARTNERSHIP LEVEL \_\_\_\_\_ TOTAL AMOUNT \_\_\_\_\_

#### PAYMENT:

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_  
(Visa – Master Card – American Express – Discover Card accepted)

CVV \_\_\_\_\_ Name on Card \_\_\_\_\_ Zip Code \_\_\_\_\_

\_\_\_\_REQUEST AN INVOICE - Please send an invoice for payment of partnership

SIGNATURE \_\_\_\_\_ Date \_\_\_\_\_

Upon completion, please return your commitment to  
Phyllis VanArsdale | [finance@ohioneedstransit.org](mailto:finance@ohioneedstransit.org)

#### Logo:

Your company logo is requested to promote you as a partner within both print and digital marketing.

#### Format:

Color, hi-resolution, 300 dpi or higher, EPS and JPEG formats to insure quality.

#### Send to:

[finance@ohioneedstransit.org](mailto:finance@ohioneedstransit.org)

