



CORPORATE SPONSORSHIP

In a world that moves at breakneck speed, mobility is freedom.

Via Mobility Services is a community lifeline, providing freedom for thousands of people. Via ensures mobility by removing constraints and barriers to accessing vital community resources like medical facilities, food banks, and social activities since 1979. Via provides reliable transportation tailored for older adults, individuals with disabilities, those from low-income backgrounds, and rural residents across eight counties in Colorado. **We help more than 3,500 individuals take over 125,000 trips every year, made possible in part by you!**

By becoming a corporate sponsor, you ensure everyone in your community has the freedom to move, explore, connect, and live life to the fullest. Please join Via and support freedom and mobility!

SPONSORSHIP CONTACT

Zoe DeVito

Director of Development and Communications

Email: zdevito@ViaColorado.org | Call/text 720.507.8606



Via Mobility Services' 45th Birthday: *Celebrating Future-Forward Transportation*

Celebrate 45 years of pioneering transportation solutions! Join Via Mobility Services on our journey into the future of zero-tailpipe-emission transportation with electric excitement during a day of innovation, inspiration, and fun!

Event Highlights



Electric Exploration: Get up-close with our state-of-the-art electric paratransit buses, the first of their kind in our fleet. Touch a truck and feel the future at your fingertips!



Sustainable HQ Tour: Walk the corridors of Via's facility and discover our plans to establish the first 100% renewable-energy-powered transportation hub in Boulder.



Culinary Delights: Feast on an array of mouth-watering delights from local food trucks. Quench your thirst with a selection of refreshing drinks!



Tech and Eco-partnerships: Discover more about our dedicated partners and fellow nonprofits at their outreach tables, including demos of advancement in transit tech.



Fun & Games: From interactive bus experiences to electrifying games, there's something for everyone. Plus, don't miss out on exciting drawings and giveaways!

Event Details

Date: Sunday, April 21, 2024, from 1:00 pm to 6:00 pm

Location: Via Mobility Services, 2855 63rd St, Boulder, CO 80301

Attendees and Target: More than 20 corporate sponsors and 500 attendees



Media Benefits

We have a large, loyal following of more than 5,000 Colorado individuals, families, businesses, and government agencies who subscribe to our mailings and social media. Our marketing campaign will include local print media, Facebook, LinkedIn, and geo-targeted Google Ads that can be seen by millions of Colorado residents.

- **Exposure:** Via Mobility Services offers significant advertising benefits to its sponsors. Collectively, the print marketing campaign, publicity, advertising, and promotions will reach 500,000 people in the Denver Post, Boulder Daily Camera, and Greeley Tribune.
- **Year-Round:** From January through December 2024, your company will receive recognition through our email newsletter, event invitations, website, Facebook posts, annual report, local media advertisements, printed mailings, and blog postings.*
- **Print Materials:** Via conducts an extensive direct mail campaign and distributes over 5,000 postcards, invitations, newsletters, letters, and annual reports. Sponsors' names or logos are prominently displayed.
- **Digital Strategy:** Digital marketing experts on Via's communications team will publish a blog post featuring your business and set up targeted Google Ads to increase exposure.*
- **Night-Of Via's 45th Birthday Event:** Banners, name/logo printed in the program books, verbal recognition, full-page to quarter-page ads, table signs.*

100% of all proceeds benefit Via's riders (older adults and people with disabilities who are our neighbors, family, and friends). Via Mobility Services is a private, nonprofit 501(c)(3) transportation agency.

*depending on your sponsorship level

CORPORATE SPONSORSHIP LEVELS

	\$25,000 and Up: Transit Champion	\$10,000 Freedom Navigator	\$5,000 Mobility Pioneer	\$2,500 Independence Creator	\$1,000 Self-Sufficiency Advocate
Opportunity to co-wrap Via vehicle(s) with your branding	exclusive				
Opportunity to include your printed promotions in direct mailings to 5,000 riders and their families	exclusive				
Opportunity to address audience night of Via's 45th Birthday Celebration event for 2 minutes	exclusive				
Logo on cover of the program book and invitations	exclusive				
VIP table with special seating	12 guests	10 guests	6 guests	4 guests	2 guests
Appear in event program book	color logo	color logo	color logo	name	name
Appear in email newsletters to 3,500 active subscribers residing in Colorado	color logo	color logo	color logo	name	name
Listed in Annual Report	color logo	color logo	color logo	name	name
Access to Via's Media Kit	x	x	x	x	x
Advertisement in program book	full page	full page	full page	quarter-page	quarter-page
In Newsletter (1-2 times) mailed to our dedicated 5,000 constituents	color logo	color logo	color logo	name	
5,000 constituents					

	\$25,000 and Up: Transit Champion	\$10,000 Freedom Navigator	\$5,000 Mobility Pioneer	\$2,500 Independence Creator	\$1,000 Self-Sufficiency Advocate
Print ads in the Daily Camera or the Denver Post (3x)	color logo	color logo	color logo	name	
Print ads with The Publishing House (CU Presents, Boulder Philharmonic, and/or other publications) (3x)	color logo	color logo	color logo	name	
Featured prominently on signage night of event	color logo	color logo	color logo	name	
Appear on invitation	color logo	color logo	color logo	name	
Displayed on table tents	color logo	color logo	color logo	name	
Listed on Via Mobility Services Website with link to your website	color logo	color logo	color logo	name	
Facebook listing of your company	6 x logo 1 x pinned	4 x logo	2 x logo	1 x logo	
Sponsor recognition in press kits and news releases, distributed to more than 200 media outlets	x	x	x	x	
Opportunity to include a raffle item	x	x	x		
Exclusive Facebook and/or Blog post about your support	3x	1x			
Via Mobility Services featured on your website with a link back to Via's website	x	x			
Opportunity to provide marketing gifts to attendees	x	x			

Via Rider Gets Help on Her Journey



Sharon M. had lost her balance before, but on this particular day in the winter of 2022, she fell hard. The injury upended her life. Despite extensive rehab, Sharon, 67, now uses a wheelchair. Since she could no longer stand or maneuver herself, selling her car was inevitable. "It was rough emotionally to give it up," she admits, "and not be able to ride along in my sister's car, either."

Sharon learned about Via's accessible transportation services at a senior center and has been using it for medical appointments. **"Getting rides for medical appointments through Via means a whole lot to me. It is so important to my health,"** she said.

Sarah Spreads the Word about Transportation for All

"The world isn't very accessible for people like me," Sarah, 23, said. "That's why I'm an advocate for access."

Sarah was born with low vision and is on the autism spectrum. She said that navigating bus systems and scheduling is overwhelming, especially since her low vision means she can't read schedules and signage. But after her introduction to Via Mobility Services at age 14, she's become an expert on the many transportation options that can help people through these challenges.

One thing that distinguishes Via drivers, she said, is that they come to your door to pick you up. **"I've become buddies with Via drivers,"** Sarah said. "They really value the people they drive."



When you sponsor Via Mobility Services, you're helping to enrich the lives of friends, neighbors, and family with mobility limitations.

Shared Vision and Testimonials

Immediate Impact

Your sponsorship directly influences the lives of thousands of Colorado residents, promoting mobility and independence.

Grow Locally

Emphasize your dedication to the community's prosperity, aligning your organization with local enrichment and progress.

Achieve Sustainability Goals

Align with Via to work towards sustainable solutions, helping you meet your CSR objectives. Be our partner in creating the first 100% renewable-energy-powered transportation hub in Colorado's Front Range.

Strategic Alignment

Connect with a cause that resonates with your forward-thinking corporate values and social responsibility.

Build Trust and Engagement

Foster trust and loyalty to your brand among customers, stakeholders, and the broader community while showcasing your commitment to societal welfare and inclusivity.

Shared Success Stories

Become a part of transformative narratives that highlight collective efforts and victories in the areas you serve.

Tax Benefits

Via Mobility Services is a 501(c)(3) Colorado nonprofit organization. Your contribution is tax-deductible as allowed by IRS guidelines. *We advise all sponsors to consult their trusted tax advisor to determine their sponsorship contributions' specific tax implications and deductibility.*



Pictured above: Via CEO Frank Bruno (left) demonstrates using an electric vehicle charging station with Alpine Bank Market President Chris Maughan (right).

"Alpine Bank is proud to sponsor Via Mobility Services. Their leadership in fleet electrification and microgrid infrastructure aligns perfectly with our values. Our partnership with Via is meaningful to us and our clients."

Chris Maughan,
Market President, Alpine Bank

Corporate Sponsorship Interest

Thank you for your interest in joining Via as a corporate sponsor! Secure your 2024 corporate sponsorship with Via by October 31, 2023, and receive **bonus benefits** in **November and December of 2023:**

Bonus Benefits (depending on sponsorship level)

- Your logo in our mailed November newsletter to 3,000 Colorado residents
- Boulder Daily Camera ad (Boulder County)
- Denver Post ad (Denver Metro Area)
- Intermountain Jewish News ad (rural mountain communities)
- Greeley Tribune ad (Weld County)
- Featured blog post on Via's website and Facebook posts

Commitment Form: Via Mobility Services' 45th Birthday: Celebrating Future-Forward Transportation - April 21, 2024

We would like to support Via Mobility Services at the following sponsor level:

- ☐ \$25,000 and Up: Transit Champion
- ☐ \$10,000: Freedom Navigator
- ☐ \$5,000: Mobility Pioneer
- ☐ \$2,500: Independence Creator
- ☐ \$1,000: Self-Sufficiency Advocate

Corporate Sponsorship
Commitment Form



.....
*Your sponsorship is an investment that comes with tax benefits.
Please confirm the tax-deductible portion of your sponsorship with your tax advisor.*
.....

Contact person to help coordinate sponsorship fulfillment:

Name: _____

Company name as it should be listed in advertising:

Address: _____

Phone number: _____

E-mail address: _____

Please send the completed commitment form to Via's Director of Development and Communications, Zoe DeVito, at zdevito@ViaColorado.org with any questions or comments. After we receive your submission, we will contact you to confirm your sponsorship benefits and email you an invoice.

**Thank you for enhancing the independence and self-sufficiency
of our neighbors with limited mobility.**