

## Event Sponsorship Opportunity

Via Mobility Services's 45th Birthday: *Celebrating Future-Forward Transportation* event is a significant milestone. It's a platform to showcase Via's achievements in the community and ongoing environmental sustainability goals. By aligning with Via as a corporate sponsor of the event, you can show your dedication to community, compassion, and sustainability.

We aim to draw 50 highly engaged guests, especially Boulder County residents and government officials.

### Date and Location

- Sunday, April 21, 2024, 1 p.m. to 6 p.m.
- Via Mobility Services  
2855 63rd St.  
Boulder, CO 80301

### Event Agenda

- Lunch and Learn: We'll eat lunch provided by a local caterer at Via Mobility Services and learn about Via's electrification initiatives, including a tour of our sustainable HQ and unveiling our first electric paratransit vehicles. As a sponsor, you will have time to address the crowd\* and a prominent table where you can engage with guests.
- Experiential Hike: Guests will ride on Via's new electric paratransit buses to an Open Space and Mountain Park (OSMP) in Boulder for an accessible hike that all people, including wheelchair, walker, or scooter users, can enjoy together.
- Happy Hour Circular: Guests can ride an EV to a nearby brewery or back to Via's headquarters. EVs will run in a circular route so guests have the flexibility to continue celebrating or move forward with their day.



*\*Depending on your sponsorship level.*

*Event details are subject to change.*

## Available Sponsorship Levels and Benefits

Benefits include sharing your logo on various printed collateral, recognition during the event, collaborative digital promotions, and networking opportunities. Your sponsorship is fully tax-deductible as allowed by law. We are always open to customizing your benefits!

## Available Event Sponsorships

___ Made Possible By...	Sponsor	Sponsorship Level	Status
 EV Transportation <i>Provides transportation to the hike and happy hour.</i>	 <b>Alpine Bank</b>	\$10,000	Confirmed
 Storytelling Media <i>Provides a professional photographer and videographer at the event. We will employ a person with a disability to create art and a short story and activity for our event.</i>	Your Organization?!	\$5,000	AVAILABLE
 Local Lunch <i>Guests will enjoy a delicious lunch provided by a local Boulder caterer.</i>	Your Organization?!	\$2,500	AVAILABLE
 Experiential Hike <i>Guests will have access to a Boulder hike that's accessible to all.</i>		\$2,500	Confirmed
 Happy Hour <i>Provides two drinks for each guest at the happy hour.</i>		\$2,500	Confirmed



Via Mobility Services  
 2855 63rd St, Boulder, CO 80301  
 Contact Zoe DeVito 720.507.8606  
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## \$1,000 Self-Sufficiency Advocate

Benefit	Description	Reach
Via's 45th Birthday: <i>Celebrating Future-Forward Transportation Event</i>	Participate as an event sponsor: <ul style="list-style-type: none"> <li>- 2 tickets to event</li> <li>- Color logo in print and digital event programs</li> <li>- Color logo in Via's email newsletters to 3,500 active, local subscribers</li> <li>- Your organization name on signage night of the event</li> <li>- Your organization name on the invitation</li> </ul>	Print: <ul style="list-style-type: none"> <li>- 50 guests</li> </ul> Online: <ul style="list-style-type: none"> <li>- 40,000 ViaColorado.org website visitors annually</li> </ul>
Shout-out at 45th birthday event	We'll give your organization a thankful shout-out during the event	50 guests
Website Listing	Color logo on ViaColorado.org home page and a link back to your website	Online: <ul style="list-style-type: none"> <li>- 40,000 ViaColorado.org website visitors annually</li> </ul>
Logo in Via email blasts	Color logo in every email blast to Via's subscribers	Online: <ul style="list-style-type: none"> <li>- 3,500 email subscribers</li> </ul>
Annual Report Listing	Color logo in 2023 Annual Report	Print: <ul style="list-style-type: none"> <li>- 500 local residents</li> </ul> Online: <ul style="list-style-type: none"> <li>- 40,000 ViaColorado.org website visitors annually</li> </ul>
Access to Via's Media Kit for partners	Permission to use and co-brand premade Via graphics for print and web promotion	

## \$2,500 Independence Creator

You will receive all the same benefits as sponsors at the \$1,000 level, plus:

Benefit	Description	Reach
Via's 45th Birthday: <i>Celebrating Future-Forward Transportation Event</i>	Participate as a major event sponsor: <ul style="list-style-type: none"> <li>- VIP table with special seating for 2 guests</li> <li>- 2 seats on an EV to the hike and brewery</li> <li>- Color logo featured on signage night of the event</li> <li>- Color logo on the invitation</li> <li>- Color logo on table tents</li> <li>- Opportunity to share a marketing gift with guests</li> </ul>	In-person: <ul style="list-style-type: none"> <li>- 50 Colorado residents, especially Boulder County residents and government officials</li> </ul> Online: <ul style="list-style-type: none"> <li>- 3,500 Colorado-based Via subscribers</li> </ul>
Blog Post with Targeted Google Ads	Blog post to highlight our partnership and shared values. Featured posts on ViaColorado.org and your website, enhancing digital presence, brand awareness, and goals.	Online: <ul style="list-style-type: none"> <li>- 2 million residents</li> </ul> Geographic Targeting: <ul style="list-style-type: none"> <li>- Boulder County</li> <li>- Denver metro area</li> <li>- Fort Collins, CO</li> </ul>
Social Media Posts	Co-branded social media posts: <ul style="list-style-type: none"> <li>- 1 branded Facebook post</li> <li>- 1 branded Instagram post</li> </ul>	Online: <ul style="list-style-type: none"> <li>- 2,000 Via followers and subscribers</li> </ul>



## \$5,000 Mobility Pioneer

You will receive all the same benefits as sponsors at the \$2,500 level, plus:

Benefit	Description	Reach
Via's 45th Birthday: <i>Celebrating Future-Forward Transportation Event</i>	Participate as a major event sponsor: <ul style="list-style-type: none"> <li>- 1 minute to address guests</li> <li>- VIP table with special seating for an extra guest (3 guests total)</li> <li>- An extra seat (3 total) on an EV to the hike and brewery</li> </ul>	In-person: <ul style="list-style-type: none"> <li>- 50 Colorado residents, especially Boulder County residents and government officials</li> </ul> Online: <ul style="list-style-type: none"> <li>- 3,500 Via subscribers</li> </ul>
Social Media Posts	Co-branded social media posts: <ul style="list-style-type: none"> <li>- 1 extra (2 total) branded Facebook post</li> <li>- 1 extra (2 total) branded Instagram post</li> </ul>	Online: <ul style="list-style-type: none"> <li>- 2,000 Via followers and subscribers</li> </ul>





## \$10,000 Freedom Navigator

You will receive all the same benefits as sponsors at the \$5,000 level, plus:

Benefit	Description	Reach
Via's 45th Birthday: <i>Celebrating Future-Forward Transportation Event</i>	Participate as a major event sponsor: <ul style="list-style-type: none"> <li>- 3 minutes to address guests</li> <li>- VIP table with special seating for an extra guest (4 guests total)</li> <li>- An extra seat (4 total) on an EV to the hike and brewery</li> </ul>	In-person: <ul style="list-style-type: none"> <li>- 50 Colorado residents, especially Boulder County residents and government officials</li> </ul> Online: <ul style="list-style-type: none"> <li>- 3,500 Via subscribers</li> </ul>
Opportunity to include your printed promotions in direct mailing	We directly mail welcome kits to about 5,000 Via riders and their families annually, primarily older adults age 60+. Include your printed promotional material in Via's welcome kits.	5,000 Via riders and their families
Social Media Posts	Co-branded social media posts: <ul style="list-style-type: none"> <li>- 2 extra (4 total) branded Facebook posts</li> <li>- 2 extra (4 total) branded Instagram posts</li> </ul>	Online: <ul style="list-style-type: none"> <li>- 2,000 Via followers and subscribers</li> </ul>



## \$25,000 Transit Champion

You will receive all the same benefits as sponsors at the \$10,000 level, plus:

Benefit	Description	Reach
Via's 45th Birthday: <i>Celebrating Future-Forward Transportation Event</i>	Participate as a major event sponsor: <ul style="list-style-type: none"> <li>- 5 minutes to address guests</li> <li>- VIP table with special seating for two extra guests (6 guests total)</li> <li>- Two extra seats (6 total) on an EV to the hike and brewery</li> </ul>	In-person: <ul style="list-style-type: none"> <li>- 50 Colorado residents, especially Boulder County residents and government officials</li> </ul> Online: <ul style="list-style-type: none"> <li>- 3,500 Via subscribers</li> </ul>
Co-wrap Via vehicle(s) with your branding	Exclusive benefit only for your organization during 2024	Every person who passes by on the road in your chosen community!
Co-branded print and/or digital ads with a major media outlet	Via will design and manage co-branded advertisements in a major media outlet of your choice (we can recommend outlets, ad size, content, and frequency)	Community of your choice

