



intersections

WHERE TRANSPORTATION + HEALTH MEET

APRIL 5-7, 2016
HILTON DOWNTOWN COLUMBUS

Sponsorship Opportunities

BACKGROUND

The **Mid-Ohio Regional Planning Commission (MORPC)**, the **Safe Routes to School National Partnership**, the **National Center for Safe Routes to School**, the Ohio Department of Transportation and the City of Columbus are pleased to announce that the fifth Safe Routes to School National Conference will be held in Columbus. The event, sponsored by these two national organizations and hosted by MORPC, will take place April 5-7, 2016 at the Hilton Columbus Downtown.

Safe Routes to School (SRTS) is a national and international movement to create safe, convenient and fun opportunities for children to bicycle and walk to and from schools. SRTS plays a critical role in providing more physical activity and enhancing traffic safety for the entire community.

The conference brings together program representatives, state departments of transportation, engineers, health and education experts, elected officials and community members. As the primary bicycle and pedestrian conference in the United States in 2016, attendees will have a wide range of options to engage in educational opportunities, become inspired and form partnerships to enhance their Safe Routes to School work. The last Safe Routes to School National Conference, held in Sacramento, CA, had more than 600 participants in attendance, and was a resounding success.

\$100,000 PRESENTING SPONSORSHIP

- Demonstrates leadership and commitment to safety and safety programs
- National exposure regarding bicycle and pedestrian safety
- High visibility platform for releasing sponsor-specific messaging

BRAND EXPOSURE

- Logo on all conference materials (including but not limited to, giveaway bags, name tags, promotional material)
- Prominent logo placement on conference Wi-Fi, website, program, all social media, news releases
- 10-15 minutes during keynote to verbalize the safety connection between Safe Routes to School and presenting sponsor's commitment to safety and safety programs (could present sponsor-specific video, for example)
- Introduction of keynote speaker
- Opportunity to chair the Host Committee, to be made available for pre-conference media opportunities
- Welcome letter in conference program
- Outside back cover ad in conference program
- Exclusive sponsorship of post conference webinar which will highlight popular sessions
- 10 conference registrations



Additional Sponsorship Opportunities

NETWORK SPONSOR – \$50,000

- Logo on all conference materials (including but not limited to: attendee program book, website and network signage)
- Opportunity to help plan network events during conference off hours
- Welcome and Introduction of speakers and/ or performers at the network events
- Half page ad in conference program book
- Promotion in two National Safe Routes to School Partnership Newsletters
- 5 conference registrations

SUPPORTING SPONSOR – \$25,000

- Logo on conference materials (such as: attendee program book and website)
- Opportunity to moderate two conference breakout sessions
- Quarter page ad in conference program book
- Promotion in two National Safe Routes to School Partnership Newsletters
- 3 conference registrations

WORKSHOP & TOUR SPONSOR – \$10,000

- Name recognition on conference materials (such as: workshops section of attendee program book and website)
- Help plan a tour of SRTS projects around central Ohio
- 2 conference registrations

BREAKOUT SESSION SPONSOR – \$5,000

There are six breakout sessions available: health, equity, policy, safety, partnerships and sustainability.

- Name recognition on website and printed program next to the sponsored session
- Opportunity to moderate a session
- 1 conference registration

PARTNER SPONSOR – \$5,000 – \$1,500

- Name recognition on website and printed program
- 1 conference registration

To sponsor Intersections: Where Transportation & Health Meet, contact:

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