



PELHAM TRANSIT

Sponsorship Opportunity

To Pelham Business and Community Partners

Pelham Transit is a public transportation system offering bus service in Pelham. This transportation option is available to all residents, and is bicycle/wheelchair/scooter accessible. Pelham Transit operates conventional service and specialized services Monday to Saturday (application & approval needed). Pelham Transit has been operating since September 2015 and continues to expand its service to increase accessibility throughout Pelham. Effective March 6, 2017, Pelham Transit runs a 10-hour consecutive service with a total of seven trips per day. Further information on schedules & routes please visit: www.pelham.ca/transit.

In an effort to work with our community partners and promote local businesses, Pelham Transit is offering several sponsorship opportunities on the Pelham Transit Bus and/or in promotional materials. These opportunities can bring residents right to your business door step! New to Pelham Transit, we will be introducing a "Free Transit Saturday" program that businesses will have the opportunity to sponsor, in addition to visual advertising on transit materials including exterior and interior bus signage. This Free Transit Saturday sponsorship will allow anyone to travel with Pelham Transit free-of-charge each and every Saturday.

We are pleased to provide this opportunity to build local partnerships and promote businesses to residents and visitors throughout Pelham.

Please contact me to discuss available sponsorship possibilities.

Thank you for your time and I look forward to speaking with you,

Yours Truly,
Karen Blake
Administrative Assistant
Recreation, Culture & Wellness
20 Pelham Town Square
Fonthill, Ontario
T. 905-892-2607 ext 347 E. kblake@pelham.ca

Sponsor Contribution Options

LEVEL 1 - Gold Sponsorship: \$1000 per year, 3 year obligation

*This sponsorship includes general signage in all avenues and coverage for the implementation of our *NEW* Free Transit Saturday Sponsorship program*

- Designated Bus stop location, subject to route approval
- Signage at Stop Highlighting Sponsor
- Exterior (1) and Interior (1) bus signage
- Designated promotional days on the bus
- Profile and logo on Town website and social media, Transit Brochure, and all “Free Ride Saturday” promotional materials
- Business promotion materials (pamphlets/flyers) distributed on Transit Bus one Saturday per month
- 99 Transit Bus Tickets for promoting service (\$270 value)

LEVEL 2 - Silver Sponsorship: \$500 per year, 3 year obligation

This sponsorship includes general signage in multiple avenues

- Designated Bus stop location, subject to route approval
- Signage at Stop Highlighting sponsor
- Interior bus signage (1)
- Designated promotional days on the bus
- Profile and logo on Town website and social media
- 55 Transit Bus Tickets for promoting service (\$150 value)

LEVEL 3 – Bronze Sponsorship: \$250 per year, 3 year obligation

This sponsorship includes general signage in select avenues

- Interior bus signage (1)
- Profile and logo included on Town website
- 11 Transit Bus Tickets for promoting service (\$30 value)

Sponsor Commitment

My Company will participate in the Pelham Transit Sponsorship Program:

	Cost	HST	Invoice Total	Check
Level 1	\$1000 per year / 3 years	\$130	\$1,130.00	<input type="checkbox"/>
Level 2	\$500 per year / 3 years	\$65	\$565.00	<input type="checkbox"/>
Level 3	\$250 per year / 3 years	\$32.50	\$282.50	<input type="checkbox"/>

I understand that my company will be invoiced for the sponsorship amount by the Town of Pelham.

Sponsor (Company Name used in promotions)	
Name of Person authorizing spending on behalf of sponsor Company	
Address	
Email	
Phone Number	
Sponsor Signature:	
Date:	

Pelham Transit Bus Sponsorship Terms and Conditions

1. Pelham Transit sponsorship opportunities will be available to businesses on a first-come, first-serve basis.
2. Signage is not permitted to include alcohol, tobacco, religion or sexually explicit mention.
3. Each sponsorship request will be reviewed and approved individually, to determine the appropriateness of the content.
4. Pelham Transit will not be held responsible for false and/or misrepresented information on the advertisements.
5. The applicant/ sponsor will be responsible to supply the signage that must meet Pelham Transit Bus Sponsorship Specifications
6. The applicant/ sponsor will be responsible for providing business logos in JPEG or PNG format.
7. Pelham staff will install the advertisements.
8. The applicant will be responsible for repair or replacement of the sign, resulting from damage, destruction, defacing, alteration or vandalism.
9. All costs are due, in full, prior to the installation of the signage.
10. Pelham Transit reserves the right to amend the terms and conditions at any time.

For more information:

Visit: Pelham.ca/transit

Karen Blake, Administrative Assistant, 905-892-2607 ext 347

Email: kblake@pelham.ca

*Sign and scan/ fax completed form to:
Karen Blake – Pelham Transit
kblake@pelham.ca or Fax: 905-892-5055*