Pelham
NIAGARA

Transit Sponsorship Package - 2018

Bringing business to your doorstep

Available to:
All residents
Bicycle/wheelchair/
scooter accessible

In motion:
Monday-Saturday
10-hour consecutive service
7 trips per day

Routes & Map:
pelham.ca/transit

3,544

Riders in 2017

17

Spots advertising spac-
es available on the bus

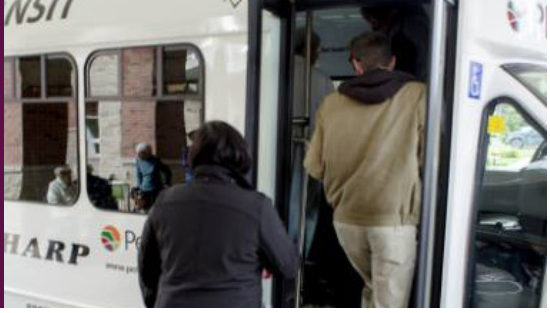
FREE

Transit on Saturday due
to business
sponsorship

?

Will your business be on
the bus?

Sponsorship 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 multiple avenues

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

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.

Sign me up for...

Company name: _____

Your name:_____

Address:_____

Email:_____

Phone:_____

Signature:_____

Date:_____

☐ Gold
$1,130 taxes incl.

☐ Silver
$565 taxes incl.

☐ Bronze
$282.50 taxes incl.

More Information

Visit: Pelham.ca/transit

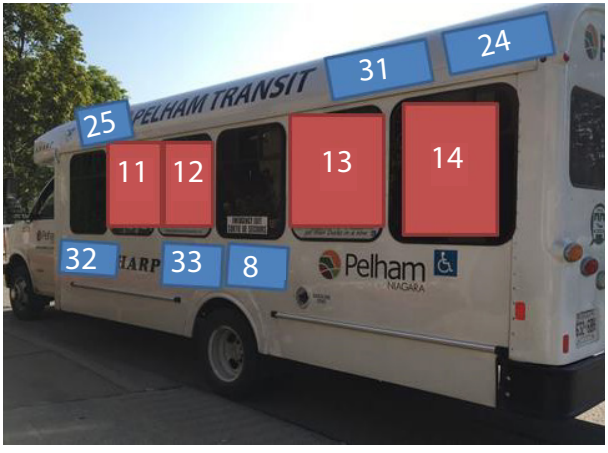
Contact: Alison Brown, Administrative Assistant, 905-892-2607 x347
Email: abrown@pelham.ca

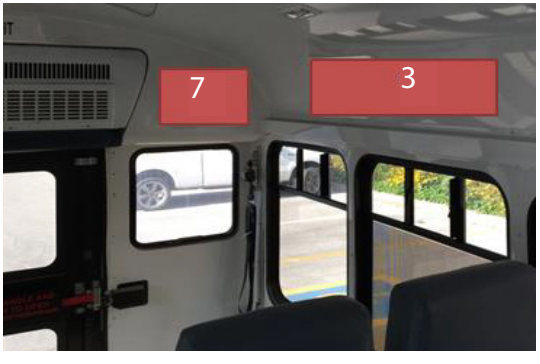
Sign and scan/ fax completed form to:
Alison Brown – Pelham Transit
abrown@pelham.ca or Fax: 905-892-5055

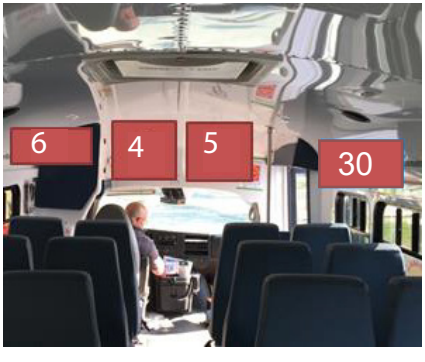
Available Positions

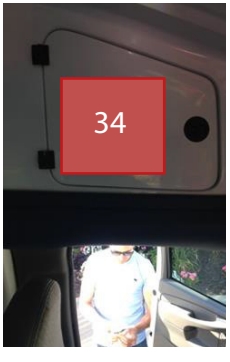
Advertising specifications: outside passenger side

Advertising specifications: outside driver side









Advertising Specifications

EXTERIOR

1.	16 x 16
2.	12 x 12
8.	11.5 x 25
18.	21.75 x 29.75
20.	15 x 28
21.	28 x 33.5
22.	9.5 27.5
23.	9.5 27.5
24.	9.5 27.5
25.	9.5 27.5
26.	14 x 14
27.	14 x 14
31.	9.5 x 27.5
32.	13 x 19
33.	11.5 x 25
34.	9.5 x 27.5

INTERIOR

19.	5 x 19
28.	5 x 19
29.	10 x 10