Dear Supporter,

For over 20 years, Rail-Volution has been on a mission to build more livable communities with transit. Like you, we are passionate about transit and livability because they truly make a place better - economically, socially and environmentally.

Each year, Rail-Volution works closely with a network of dedicated local leaders and national leaders to bring four days of energizing workshops, networking events and community tours that connect over 1,200 professionals dedicated to the movement. Their success depends on a partnership with local leaders and a collaboration of supporters.

Pittsburgh’s heritage as a mobility pioneer will be on display in 2018. Its transit agency, Port Authority of Allegheny County, operates a 47-mile fixed-guideway network that was largely completed just as western cities began their own build programs. It is home to the western hemisphere’s first bus rapid transit system and one of North America’s first light-rail systems. Trail development and riverfront restoration are also cornerstones of our region’s rebirth, creating an entirely new economy and developing assets like the internationally acclaimed Great Allegheny Passage. Today, Allegheny County and the City of Pittsburgh are canvasses of opportunity, a great learning laboratory that can foster new partnerships for transit-oriented development, mobility innovation, investment, and livability leadership.

During Rail-Volution 2018, you’ll see great examples of how our region has utilized community-driven, public-private partnerships to build transit-oriented development, foster technological mobility innovations, create one of the nation’s most extensive trail networks, and use walking and bicycling as a cornerstone of its riverfront and community redevelopment.

Help us transform America’s cities and regions into livable places where people have transportation choices. Commit your support to the Rail-Volution movement by reserving your sponsorship opportunities soon. By sponsoring, you not only support Rail-Volution’s efforts, but also position your organization as a champion of equity, livability and transit among the industry’s high profile leaders and decision makers. Start planning now; you don’t want to miss 2018 and the exposure it offers.

Kind regards,

Rich Fitzgerald | ALLEGHENY COUNTY EXECUTIVE

William Peduto | MAYOR
City of Pittsburgh

Dan Bartholomay | CHIEF EXECUTIVE OFFICER
Rail-Volution

David Donahoe | INTERIM CHIEF EXECUTIVE OFFICER
Port Authority of Allegheny County
TAKE THE LEAD AT THE RAIL-VOLUTION CONFERENCE

Support the movement to build livable communities with transit by becoming a sponsor.

Rail-Volution is the premier livability and transit conference in the country. The only national conference that brings together practitioners from diverse sectors like government, transit, real estate, business, finance, environment and advocacy. Rail-Volution reaches a broad audience of stakeholders who are driving development decisions in more than 300 communities nationwide.

As a 501(c) 3 nonprofit organization, Rail-Volution relies on the support of partners, sponsors, and exhibitors to present four days of energizing events, helping people learn together, challenge each other and expand their professional networks. Your support directly invests in the people who make the investment decisions and design of our communities, strengthening the movement for generations to come, one professional at a time.

Position your organization as a leader and influencer.

When you support Rail-Volution, you join an exclusive group of sponsors. You gain access to engaged attendees, a wide-reaching online community and an influential network of other dedicated sponsors and partners.

Sponsor

Book your sponsorship opportunities today. Increase the visibility of your organization at a local and national level.

Tailor Your Sponsorship to Increase Your Return on Investment

Play an active role in Rail-Volution. Raise your brand’s profile by tailoring your sponsorship to your organization’s goals. Whether it is brand awareness, lead organization, or supporting community development.

Rail-Volution offers a range of exposure levels and a menu of a-la-carte options. Sponsor an event that fits your organizational personality — from the energetic PK Slam to the annual General Plenary Sessions to daily lunches and refreshment breaks. Put your brand on conference collateral — badge holders, our popular mobile app or attendee bags. Or help bring a more diverse participant base to Rail-Volution by providing scholarships for attendees without conference budgets. You are directly rewarded for your commitment to livability:

The more you invest, the more visibility and sponsor benefits you receive.

Work with us to craft a unique package to fit your sponsorship goals and budget. Book early to maximize your benefits.
### DIAMOND

**$25,000 - The highest recognition!**

- Half-page advertisement in conference program
- Logo recognition on screen before and after presentations in plenary session
- 1st tier logo recognition on sponsorship dedicated banners and signage
- Social media recognition twice prior to conference and twice during conference. (Facebook, Twitter or LinkedIn)
- Listed in PRINTED conference program: logo, contact information, and website
- Full description in ONLINE Sponsorship Directory: logo, 50-word description, contact information, website and links to LinkedIn, Twitter, Facebook
- Email blast to all registrants announcing sponsors who made it possible: Company name listed with 50-word description and logo linked to website
- Pre and post conference email list of attendees (opted in)
- Opportunity to participate in the “Consultant’s Corner” (space is limited)
- One complimentary registration for every $10,000 spent. (Not applicable to Rail~Volution partners)
- Logo on footer of all conference related email blasts. (starting in January 2017 or upon payment).
- On-site meeting room access during the conference (Four times available - first come, first served)

### PLATINUM

**$15,000-$24,999**

- Quarter page advertisement in conference program
- Logo recognition on screen before and after presentations in plenary session
- 2nd tier logo recognition on sponsorship-dedicated banners and signage
- Social media recognition once prior to conference and once during conference. (Facebook, Twitter and LinkedIn)
- Listed in PRINTED conference program: logo, contact information, and website
- Full description in ONLINE Sponsorship Directory: logo, 50-word description, contact information, website and links to LinkedIn, Twitter, Facebook
- E-mail blasted to all registrants announcing sponsors who made it possible: Company name listed with link to website
- Email list of attendees (opted in)
- One complimentary registration for every $10,000 spent
- Opportunity to participate in “Consultant’s Corner” (space is limited)

### GOLD

**$7,500 - $14,999**

- 3rd tier logo recognition on sponsorship-dedicated banners and signage
- Full description in PRINTED conference program: logo, contact information, and website
- Full description in ONLINE Sponsorship Directory: logo, 50-word description, contact information, website and links to LinkedIn, Twitter, Facebook
- Pre and post conference email blast to all registrants announcing sponsors who made it possible: Company name listed with link to website
- Email list of attendees (opted in)
- One complimentary registration for every $10,000 spent
- Opportunity to participate in “Consultant’s Corner” (space is limited)

---

**Thank You to our 2017 Sponsors:**

**DIAMOND SPONSORS**
- AECOM
- HDR
- WSP USA

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<table>
<thead>
<tr>
<th>Level</th>
<th>Minimum - Maximum Range</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SILVER</strong></td>
<td>$5,000 - $7,499</td>
<td>- 4th tier logo recognition on sponsorship-dedicated banners and signage</td>
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<tr>
<td></td>
<td></td>
<td>- Full description in PRINTED conference program: logo, contact information, and website</td>
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<tr>
<td></td>
<td></td>
<td>- Full description in ONLINE Sponsorship Directory: logo, organization name and link</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Email blasted to all registrants announcing sponsors who made it possible: Company name listed with link to website</td>
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<td></td>
<td></td>
<td>- Pre and post conference email list of attendees (opted-in)</td>
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<td></td>
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<td>- Email blasted to all registrants announcing who made it possible. Company name listed with link to website</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>$2,500 - $4,999</td>
<td>- 5th tier logo recognition on sponsorship dedicated banners and signage</td>
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<td></td>
<td></td>
<td>- ONLINE sponsorship listing in Sponsorship Directory: logo, organization name and link</td>
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<tr>
<td></td>
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<td>- Email blasted to all registrants announcing sponsors who made it possible: Company name listed with link to website</td>
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<td></td>
<td></td>
<td>- Pre and post conference email list of attendees (opted-in)</td>
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<tr>
<td></td>
<td></td>
<td>- Listed in PRINTED conference program: logo, contact information and web site</td>
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<tr>
<td><strong>LIVABILITY SUPPORTER</strong></td>
<td>$1,500 - $2,499</td>
<td>- 6th tier text recognition on sponsorship dedicated banners and signage.</td>
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<tr>
<td></td>
<td></td>
<td>- ONLINE sponsorship listing in Sponsorship Directory: organization name and link</td>
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<tr>
<td></td>
<td></td>
<td>- Pre and post conference email list of attendees (opted-in)</td>
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<tr>
<td></td>
<td></td>
<td>- Listed in PRINTED conference program: organization name, contact information and web site</td>
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</tbody>
</table>

**PLATINUM SPONSORS**
- CH2M
- CITY & COUNTY OF DENVER
- STACY AND WITBECK
- UNION STATION ALLIANCE

**GOLD SPONSORS**
- CITY OF AURORA
- CRL ASSOCIATES, INC.
- HOLLAND PARTNER GROUP
- JACOBS
- MICHAEL BAKER INTERNATIONAL
- NELSON\NYGAARD
- U.S. BANK

**SILVER SPONSORS**
- ATKINS
- BRIGHTVIEW DESIGN GROUP
- BYD
- THE COLORADO HEALTH FOUNDATION
- DENVER REGIONAL COUNCIL OF GOVERNMENTS
- DENVER TRANSIT PARTNERS
- EPS
- KOELBEL
- MILE HIGH DEVELOPMENT
- MORTENSON
- PERKINS EASTMAN
- PERKINS + WILL
- SQUIRE PATTON BOGGS
- STV, INC.

**BRONZE SPONSORS**
- BALFOUR BEATTY CAPITAL
- CIG
- CITY OF BOULDER
- COLORADO HOUSING AND FINANCE AUTHORITY
- FELSBURG HOLT & ULLEVIG
- HERZOG
- KAPLAN KIRSCH ROCKWELL
- LTK ENGINEERING SERVICES
- TRIUNITY ENGINEERING & MANAGEMENT, INC.
- TRYBA ARCHITECTS

**LIVABILITY SPONSORS**
- ARVADA URBAN RENEWAL AUTHORITY
- CITY OF ARVADA
- DOWNTOWN DENVER PARTNERSHIP
- FOREST CITY STAPLETON
- JOHNSON NATHAN STROHE
- RNL DESIGN
- SHORT ELLIOTT HENDRICKSON, INC. (SEH)
**Rail~Volution**
**A La Carte Sponsorship Options**

Make your sponsorship dollars work harder!
Mix and match any of these sponsorship opportunities to fit your organization’s goals and budget. Your total spend determines your level of sponsorship - Diamond, Platinum, Gold, Silver, Bronze or Livability Supporter. - with the added exposure of collateral or event sponsorship. These opportunities are first-come, first served, so don’t wait to gain maximum exposure!

<table>
<thead>
<tr>
<th>Welcome Reception</th>
<th>$35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick off the conference and set the tone for the next three days!</td>
<td></td>
</tr>
<tr>
<td>Logo on entrance signage</td>
<td></td>
</tr>
<tr>
<td>Right to distribute premium collateral at event</td>
<td></td>
</tr>
<tr>
<td>10 tickets to the welcome reception and 4 tickets to Leadership Reception</td>
<td></td>
</tr>
<tr>
<td>Organization listed in conference program and on website: Welcome Reception sponsored by “_____________”</td>
<td></td>
</tr>
<tr>
<td>Link to event via welcome email “Sponsored by _______________”</td>
<td></td>
</tr>
<tr>
<td>Promoted post on conference mobile app during the welcome reception. “_____________” welcomes you to Rail~Volution”</td>
<td></td>
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<tr>
<td>Diamond Level benefits</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Local Day</th>
<th>$10,000</th>
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<tbody>
<tr>
<td>Sponsor a learning event focused on the local region!</td>
<td></td>
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<tr>
<td>Logo on entrance signage</td>
<td></td>
</tr>
<tr>
<td>Right to distribute collateral at event</td>
<td></td>
</tr>
<tr>
<td>5 tickets to the welcome reception</td>
<td></td>
</tr>
<tr>
<td>Opportunity to introduce the event.</td>
<td></td>
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<tr>
<td>Gold Level benefits</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PK Slam, Powered by PechaKucha</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be the exclusive sponsor of this popular, energetic evening event!</td>
<td></td>
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<tr>
<td>Logo on entrance signage</td>
<td></td>
</tr>
<tr>
<td>Logo on table signage</td>
<td></td>
</tr>
<tr>
<td>Right to distribute collateral at event</td>
<td></td>
</tr>
<tr>
<td>Organization listed in conference program and on website: Pecha Kucha Slam sponsored by “_____________”</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on screen in general session on day of the event. “What’s next” listing for Pecha Kucha Slam</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on screen at event before, between and after presentations</td>
<td></td>
</tr>
<tr>
<td>Link to event via welcome email “Sponsored by _______________”</td>
<td></td>
</tr>
<tr>
<td>Promoted post on conference mobile app during the Pecha Kucha Slam “Pecha Kucha Slam sponsored by _______________”</td>
<td></td>
</tr>
<tr>
<td>Platinum Level benefits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trade Show Reception</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be the exclusive sponsor of this popular networking event.</td>
<td></td>
</tr>
<tr>
<td>Logo signage at entrance</td>
<td></td>
</tr>
<tr>
<td>Logo table tents on attendee reception tables</td>
<td></td>
</tr>
<tr>
<td>Signage at buffet</td>
<td></td>
</tr>
<tr>
<td>Right to distribute premium/collateral as people exit</td>
<td></td>
</tr>
<tr>
<td>Organization listed in conference program and on website: Trade Show Reception sponsored By “_____________”</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on screen prior to the plenary</td>
<td></td>
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<tr>
<td>Gold Level benefits</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Closing Plenary Plated Lunch</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate your brand with this special plated luncheon on Wednesday.</td>
<td></td>
</tr>
<tr>
<td>Logo signage at entrance</td>
<td></td>
</tr>
<tr>
<td>Logo table tents on attendee lunch tables</td>
<td></td>
</tr>
<tr>
<td>Right to distribute premium/collateral as people exit the event</td>
<td></td>
</tr>
<tr>
<td>Organization listed in conference program: Plenary Lunch Presented By “_____________”</td>
<td></td>
</tr>
<tr>
<td>Logo recognition on screen prior to the plenary</td>
<td></td>
</tr>
<tr>
<td>Gold Level benefits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Registration Bags</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your logo on a tote bag for every attendee, that’s used again and again!</td>
<td></td>
</tr>
<tr>
<td>Logo on bags featuring original conference artwork!</td>
<td></td>
</tr>
<tr>
<td>Rail~Volution provides bags</td>
<td></td>
</tr>
<tr>
<td>Gold Level benefits</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lanyards for Badges</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every attendee wearing your brand all day, everyday!</td>
<td></td>
</tr>
<tr>
<td>Logo on lanyards</td>
<td></td>
</tr>
<tr>
<td>Includes cost of lanyards</td>
<td></td>
</tr>
<tr>
<td>Gold Level benefits</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>General Sponsorship</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Sponsor at any level and get the great benefits associated with your gift! Or, give us your ideas to create a fully customized sponsorship opportunity.</td>
<td></td>
</tr>
</tbody>
</table>

*Sponsor must be committed by May 21, 2018 to be featured in the registration brochure, mailed to over 10,000 people.*
**PUBLIC SQUARE LUNCH**
$10,000

*A deliciously visible sponsorship opportunity!*
- Logo signage at entrance
- Logo table tents on attendee lunch tables
- Signage at buffet
- Right to distribute premium/collateral as people exit the event
- Organization listed in Conference program: Today’s Lunch Compliments of “_____________”
- Logo recognition on screen in general session on day of the event announcing “What’s next” listing for lunch
- Gold Level benefits

**MOBILE APP**
$7,500

*Your brand in every hand! Over 800 users post, chat & share on our mobile app.*
- Logo on app
- Sponsor recognition on materials promoting the mobile app such as program advertising, e-mail promotion and signage
- Logo recognition on screen in general session announcing mobile app
- Promoted post for 30 min stating “Make connections on the app! Sponsored by _______________”
- Gold Level benefits

**MOBILE WORKSHOP SPONSOR**
$5,000

*Make your contribution to a project known.*
- Logo on mobile workshop signage
- Silver Level benefits

**CONTINENTAL BREAKFAST**
$5,000 (MONDAY, TUESDAY OR WEDNESDAY)

*Greet attendees with breakfast!*
- Logo on entrance signage
- Logo table tents on attendee breakfast tables
- Signage at buffet
- Right to distribute premium/collateral as people exit the event
- Organization listed in program and online specifically for breakfast
- Silver Level benefits

**WI-FI FOR MEETING ROOMS**
$7,500

*A consistently visible sponsorship opportunity!*
- Logo on password cards
- Sponsor produces and provides cards
- Gold Level benefits
- Customized password, SSIO and splash pages additional cost to sponsor

**HOTEL ROOM KEYS**
$5,000

*Put your brand in attendee’s hands!*
- Logo on hotel room keys
- Sponsor provides cards & freight
- Silver Level benefits

**REFRESHMENT BREAKS**
MONDAY OR TUESDAY $3,750
WEDNESDAY $2,000

*Refresh attendees throughout the day!*
- Signage entering into break area
- Table tents for attendee break tables
- Right to distribute premium/collateral at refreshment tables
- Bronze or Livability Supporter Level benefits

**CONFERENCE PENS**
$2,500

*Every note taken reminds them of your brand!*
- Exclusive right to provide pens in meeting rooms
- Sponsor provides pens
- Bronze Level benefits

**PUBLIC SQUARE TWITTER-FEED**
$2,500

*Visibility at this oft-watched feature!*
- Logo on signage on/near screens
- Rail~Volution provides screens
- One tweet promoting feed per day
- Promoted message on mobile app during morning refreshment breaks
- Bronze Level benefits

**REGISTRATION BAG INSERTS**
$1,500

*Keep your message and brand at attendees’ fingertips!*
- Sponsor may provide a promotional item with their logo in the registration bags
- Livability Supporter level

**PLENARY PRESENTING SPONSOR**
$7,500 (MONDAY OR TUESDAY)

*Exclusive right to distribute collateral before plenary session on tables or chairs*
- Logo on screen as presenting sponsor
- Emcee verbal acknowledgment during plenary
- Gold Level benefits

**CONFERNECE ATTENDEE SCHOLARSHIPS**
$10,000, $5,000, $2,500 or $1,500

*Bring Rail~Volution to a more diverse audience. Sponsor attendance for a civic activist advocate or other person working on transportation and livability issues.*
- Logo included on sponsorship signage, in printed conference program and on website
- Acknowledgement of “who made it possible” to scholarship recipients
- Other benefits depending on amount

**NEW RAIL~VOLUTONARY YOUNG LEADER EVENT SPONSOR**
$1,500

*Support the next generation of leadership!*
- Listed in conference program and app
- Opportunity to make remarks
- Examples of potential events are a New~Railvolutionaries Welcome Event, Mentorship Speed Networking and a walking tour
- Livability Supporter level

Visit Pittsburgh
### SPONSORSHIP

**Benefit Levels**

**Take it to the Next Level**

Your total sponsorship spend determines your sponsorship level. The higher your level, the more return on your investment!

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>LIVABILITY</th>
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<tbody>
<tr>
<td><strong>Company Name</strong></td>
<td>LOGO</td>
<td>COMPANY NAME LISTED</td>
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<td><strong>50-Word Description</strong></td>
<td>1ST TIER LOGO</td>
<td>2ND TIER LOGO</td>
<td>3RD TIER LOGO</td>
<td>4TH TIER LOGO</td>
<td>5TH TIER LOGO</td>
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<td><strong>Contact Info</strong></td>
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**Online Sponsorship Directory**

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<tr>
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<th>LOGO</th>
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**Printed Conference Program**

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**Banners/Signage**

Company logo included on sponsorship dedicated conference banners/signage

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**On Screen Logo**

Before + after general session presentation

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**Print Ad**

in conference program

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Sponsorship Contacts
We want to make sure all of your questions are answered. We want you to get the most out of investment. Please contact the following individuals directly with any questions and to get started:

LYNN DELORENZO  
lynn@tarquincore.com  
412-916-2069

HILARY REEVES  
Marketing and Communications Manager | Rail-Volution  
hilaryr@railvolution.org  
612.486.5617

Want to know more about Rail-Volution or how to become a partner? Contact:

DAN BARTHOLOMAY  
Chief Executive Officer | Rail-Volution  
danb@railvolution.org  
612.486.5618 (office)  
612.419.3305 (mobile)

Terms and Conditions
We look forward to seeing you in Pittsburgh, October 21-24, 2018. If you have any questions, please contact us at the telephone numbers listed. You can also find updated information, as well as photographs of past conferences, at www.railvolution.org.

DEADLINES
August 17, 2018 - To ensure you receive all benefits associated with your sponsorship, all payments must be received by this date. Sponsorship is not final until payment is received.

CANCELLATIONS
No refunds after September 1, 2018.

Additional details are outlined in the Sponsorship Contract.
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