

**Thank you for being a part of the Collaborative Marketing Group and supporting a regional effort at increasing the number of women using travel options.**

This partner kit provides content for an educational outreach campaign oriented toward women in the greater Portland metropolitan area (both women and men will be welcome to take advantage of the program and tools provided). This effort is combining methods of Mass Marketing (MM), Community Based Social Marketing (CBSM) and Individualized Marketing (IM) in order to maximize reach and motivate/support audiences. Advertising launched in July of 2014, with partner activities (aided by outreach materials) to support the campaign running through June 2015.

The targeted advertising campaign, harnessing illustrated “Choose What Moves You” ads, aids in generating broad audience interest and prompts individuals to access online information specific to their travel preferences. This portal is housed on Metro’s new website and, in addition to providing information as an interactive map (supported with data from partners) and will also link individuals to specific TO organizations.

Enclosed is a partner marketing kit for you to use to support the Choose What Moves You campaign. We hope the materials further your need for marketing and outreach materials, help broaden awareness of the importance of travel options among women in your service area and provide all residents with meaningful travel information that results in continued or changed behavior.

In this kit you will find:

- **Content packages** – these are sets of written and visual content for you to use to include in your regular outreach, such as blogs, electronic or print newsletters or social media. The content is written to be flexible for your audience interests and includes several places for you to include information about your organization and goals. Content packages are organized by themes, and each package contains; a press release; social media posts; illustrations and/or photos; fact sheet.
- **Family Biking Guide** – is a regional publication available to local jurisdictions and non-profit partners in the Metro region. Please request with Metro staff (Marne Duke) the amount for your first order and any subsequent orders.
- **Posters** – printed and digital file posters are available with or without your organization’s logo. Raw digital files enable you to re-print your own and include your logo.
- **Promo card** – for use at events as a take away item for the campaign.
- **Survey card** – this is an important evaluation tool to the partner campaign, and the continued ODOT funding of regional efforts. Please use the card in conjunction with the promo card and branded travel tools. If you have opportunities on your web site or in electronic communications to push the survey into your community, please use this link: <https://www.surveymonkey.com/s/ChooseWhatMovesYou>. The survey will be in the field until the end of October, and again in May and June of 2015.
- **Event sponsorship application** – Metro has funding available to support events and other marketing opportunities, especially to identified key audiences. If you have event or marketing

opportunities that could broaden exposure of the women's campaign, please consider applying for funding.

- **Branded travel tools and materials** – included in this set are to-do/grocery list magnetic pads, front and back bike lights, and bike bells. These items must be used as part of an individualized marketing program, or in exchange for a request for educational materials that help residents change travel behaviors. When presented at tabling events, materials must be accompanied by a survey card, promotional card and other travel information. **Recipients of travel tools must receive a promo card, fill out a survey and include their email. Please limit materials to one item or set per person. Children receiving branded materials must do so as part of a Safe Routes to School educational activity.**

**Women's campaign materials order form**

<b>Item</b>	<b>Amount</b>
Family Biking Guide	
Promo cards	
Posters (11x17)*	
Bike Bells	
Light sets	
To-do list pads	
Survey cards	

\*Do you need other poster sizes? \_\_\_\_\_

\*Will you need your logo on the poster? \_\_\_\_\_



## **Metro Regional Travel Options Sponsorships**

### **Purpose**

Metro's Regional Travel Options (RTO) sponsorship program supports community and regional travel options partners through events and limited duration community outreach initiatives that promote and educate the public about travel options.

The purpose of the program is to:

- support RTO and partners in their goals;
- collaborate with partners to provide public education that focuses on assisting residents in utilizing walking, biking, transit and/or carpool/vanpool; and
- provide RTO and partners with strategic marketing and media opportunities; and
- support efforts to build public support of larger regional measures necessary to reduce congestion and meet Clean Air Act requirements

The RTO sponsorship program provides federal transportation funds, Congestion Mitigation Air Quality (CMAQ), to support initiatives that improve air quality, address community health issues, reduce auto traffic and create more opportunities for walking and biking.

RTO sponsorships are designed to provide ancillary support to events and initiatives, and provide RT) and partners with strategic marketing and media opportunities. Sponsorships are given up to \$3,000. Applicants wishing to receive funding beyond this amount may submit applications citing unique or additional media value available.

Applicants must apply no less than 60 days prior to the event. Funding is limited, with new funding cycles beginning July 1 of every year. As applications may be denied if funding is no longer available, we encourage you to apply as soon as possible.

### **Criteria for sponsorship**

Event and outreach activities are eligible for sponsorships, including:

- activities that promote new or existing transportation services as well as transportation safety messaging;
- activities that increase public education and awareness of travel options;
- activities that result in positive exposure for RTO and partners travel options programs and services;
- activities that provide outreach opportunities for RTO and partners, such as on-site marketing, media, speaking opportunities, and inclusion in promotional materials and advertising;
- activities that have potential to be leveraged with additional resources or investments that promote use of travel options.

RTO gives special consideration to events and initiatives that reach key audiences identified by Metro and the RTO marketing group, including women, minority and low-income communities.

### **Requirements of approved events or initiatives**

Depending on level of sponsorship, recipients may be asked to provide the following to Metro:

- mentioned as sponsor in press releases and public announcements;
- logo inclusion on marketing and advertising materials, both print and online;
- opportunities for on-site marketing at events;
- summary of event, including photos;

- synopsis of event or initiative based on application criteria;
- additional evaluation as necessary.



Please submit the letter to [Marne.Duke@oregonmetro.gov](mailto:Marne.Duke@oregonmetro.gov) no less than 60 days before the event, via email or mail. The sponsorship amount will be determined by a team of RTO staff rating the proposals based on the application criteria.

For questions, contact Marne Duke at 503-797-1551 or [Marne.Duke@oregonmetro.gov](mailto:Marne.Duke@oregonmetro.gov).