



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.

Application

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|----------------------|--------------------------|
| Organization: | Contact name: |
| Email: | Physical address: |
| Phone: | |

1) Describe how the activity fulfills the criteria for sponsorship listed above.

2) Describes the activity, how many people it will reach, when and where the event will be held and how it will promote the use of travel options.

3) Please describe the audience you will be reaching.

4) Please describe how your organization will measure how many people were reached or the outcomes of the activity.

5) Please describe how you will promote Metro in your outreach, and opportunities for Metro to participate in event or initiative.

Please submit the letter to 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 503-813-7589 or Marne.Duke@oregonmetro.gov.