



# SPONSORSHIP OPPORTUNITIES

Driving Innovation. Connecting Communities. Shaping the Future of Transit.



The **South West Transit Association and New Mexico Joint Annual Conference** is where **education** and the **opportunity to connect with transit leaders** intersect. Join **hundreds of agency decision-makers, government officials, and industry partners** who are **shaping the future of transportation in urban, rural, and tribal communities**. By **pairing a sponsorship and exhibit, your voice is amplified and you are seen by the people who plan, purchase, and propel transit forward.**

Your **visibility on the conference floor and high-impact branding** in our materials lead to **meaningful one-on-one conversations that drive business**. **Reserve your sponsorship or exhibit today — the best partnerships will sell out quickly.**

**Join us on the road to transit success and let's do this together!**



The premier position as the exclusive presenting partner of the 2026 SWTA & New Mexico Joint Annual Conference & Expo—the ultimate, all-inclusive sponsorship opportunity that places your brand at the center of every attendee experience. Enjoy 10 full conference registrations, first-choice EXPO space for up to four vehicles, and exclusive branding on every conference and EXPO sign, including directional, stage, digital, and entrance displays. Your logo and message will appear across all SWTA communications promoting the conference—social media posts, newsletters, website updates, and event emails—each proudly reading “Brought to you by [Company Name].” As the Mother Road Major, your sponsorship extends through every aspect of the event and beyond—from bag stuffers and attendee materials to press releases, registration pages, and signage—ensuring unmatched exposure and recognition. The package includes a custom :90 onsite video showcase, a registration booth spotlight with branded materials, and a spotlight table at all conference luncheons with invitation-only seating for key stakeholders. Your 6 month sponsorship benefits include post-event highlight video mentions, newsletter and recap features, six months of homepage banner placement on SWTA’s website or member portal, a featured guest interview on SWTA’s communication platform, and first right of renewal for next year’s conference. A private meeting space onsite for client engagement, stage recognition at every general session, a customized “Spotlight Partner Week” social media series, and a personalized thank-you video from SWTA leadership ensure your brand stands as the definitive conference partner and premier advocate for transit across the Southwest.



One Available, Sponsor showcase runs December 2025 - May 2026 **\$25,000**



Position your organization at the center as the exclusive sponsor of the conference’s Keynote Speaker, ensuring your logo and brand are seen by every attendee. This premier opportunity includes up to 50 minutes of programming featuring a keynote speaker and/or panel, developed in coordination with SWTA staff. Sponsors may provide in-room promotional materials or giveaways for attendees and will receive high-profile logo placement across all printed, digital, and on-screen materials promoting the keynote. The package includes one 10×10 booth, four full conference registrations, and expanded visibility through a featured spotlight in SWTA’s digital newsletter and pre-event social media showcase. The sponsor will also be highlighted in a custom :45 onsite video segment and recognized from the stage during the keynote introduction, ensuring maximum exposure and engagement with transit leaders and industry professionals

One Available, Sponsor showcase runs February - May 2026 **\$10,000**



Stand at the forefront of transit policy and funding as the exclusive closing session sponsor which includes our Federal Update Session at the 2026 SWTA & New Mexico Joint Annual Conference & Expo. This highly attended session brings together federal partners, agency leaders, and key decision-makers for critical updates on funding and national initiatives. Sponsorship includes in-room promotional opportunities, prominent logo placement across all materials promoting the session, and recognition from the stage during the introduction. Package includes one 10×10 booth, four full conference registrations, and expanded visibility through a featured digital newsletter spotlight, pre-event social media showcase, and a custom :45 onsite video segment—placing your brand front and center with the industry’s top influencers

One Available, Sponsor showcase runs February - May 2026 **\$10,000**

# Receptions



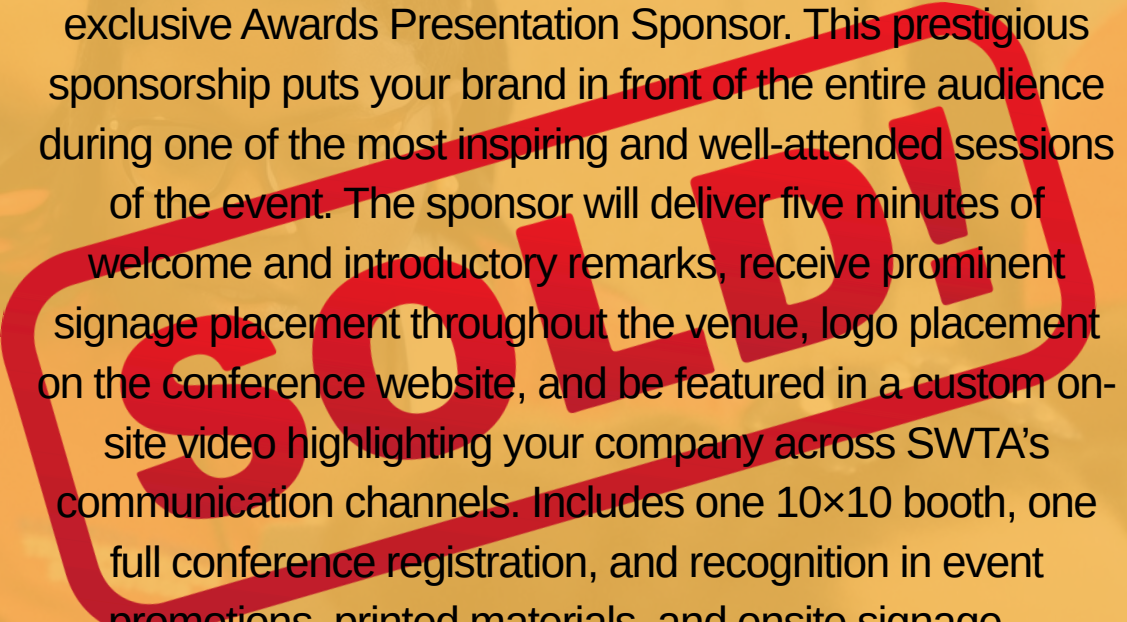
Shine as a featured leader of the 2026 SWTA & New Mexico Joint Annual Conference & Expo with sponsorship of the Opening Breakfast Session. This Sponsor receives the opportunity to deliver a five-minute welcome and introductory remarks, plus prominent EXPO placement for optimal visibility with attendees. This package includes one 10×10 booth, two full conference registrations, and recognition in pre-event promotions, the printed conference program, and onsite signage. Your brand will be featured on-screen during the breakfast session, reinforcing your organization's leadership and partnership in advancing public transit across the region.



**One Available, Sponsor showcase runs March - April 2026 \$7,500**



Celebrate excellence and innovation in transit as the exclusive Awards Presentation Sponsor. This prestigious sponsorship puts your brand in front of the entire audience during one of the most inspiring and well-attended sessions of the event. The sponsor will deliver five minutes of welcome and introductory remarks, receive prominent signage placement throughout the venue, logo placement on the conference website, and be featured in a custom on-site video highlighting your company across SWTA's communication channels. Includes one 10×10 booth, one full conference registration, and recognition in event promotions, printed materials, and onsite signage—positioning your organization as a proud supporter of excellence and advancement in public transit



**One Available \$6,500**



Stand out as the EXPO opener and leave a lasting impression on conference attendees. Enjoy prominent signage throughout the event, with the opportunity to provide custom giveaways (coasters, cups, napkins, etc.) distributed at the food stations. Company representatives may greet attendees at the entrance, creating valuable face-to-face connections. Includes two full conference registrations and recognition on conference materials and event signage.



**One Available, Sponsor showcase runs March - April 2026 \$7,000**



Kick off the 2026 SWTA & New Mexico Joint Annual Conference & Expo in style as the Conference Welcome Reception Sponsor. Enjoy leading remarks by your company representative, 25 branded drink tickets, and appropriate signage throughout the event. Sponsors may provide custom giveaways (cups, coasters, napkins, etc.) and greet attendees at the entrance for added visibility. Your logo and name will also appear on drink tickets, ensuring guests associate your brand with the event's premier networking kickoff. Includes two full conference registrations.



**One Available, Sponsor showcase runs March - April 2026 \$7,000**

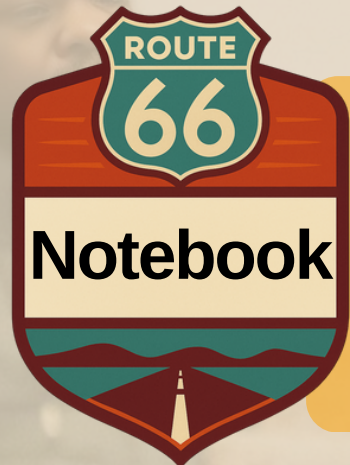
# Specialty Sponsors



Be at the center of the action as the Lounge Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Your branded lounge, located in the heart of the conference and custom themed Route 66 with 4 Vintage Cars, will feature comfortable seating and relaxed networking space for attendees to recharge, connect, and collaborate with a lot of photo opportunities. Includes prominent signage and branding throughout the lounge area, ensuring consistent visibility and association with one of the most popular gathering spots of the conference.

**SOLD!**

One Available **\$6,000**



Keep your brand in attendees' hands and minds as the Notebook Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Each attendee will receive a conference notebook co-branded with your company logo and the official conference logo, distributed at registration and available throughout the event. These notebooks will be used during sessions and meetings, providing long-lasting visibility well beyond the conference. Sponsorship includes one full conference registration and recognition on the conference website, event signage, and pre-event promotions—making this a valuable and lasting branding opportunity.

One Available **\$5,000**



Put your provided lanyards brand front and center every day of the conference as the Lanyard & Badge Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Each attendee will receive a conference badge and your provided lanyard branded with your company logo, worn throughout all sessions, meals, and events. Since attendees must wear their badges at all times, your logo enjoys continuous, high-impact visibility across the entire event. This sponsorship includes one full conference registration and recognition on the conference website, signage, and pre-event promotions—making it one of the most visible opportunities of the week.

**SOLD!**

One Available **\$4,500**



Make a lasting impression—literally—with every hotel stay. As the Hotel Key Card Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo, your company logo and the official conference logo will be printed on the hotel key cards distributed to all conference attendees staying at host hotels. This exclusive sponsorship ensures daily visibility and repeated brand exposure every time attendees access their rooms. Includes recognition on the conference website, event signage, and pre-event promotions, positioning your brand as an integral part of the attendee experience from check-in to check-out.

One Available **\$4,000**



Put your brand in front of every attendee all week long as the Agenda Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Your logo will appear on the official conference agenda—both printed and digital versions—distributed to all attendees, ensuring continuous visibility throughout the event. As an added highlight, this package also includes sponsorship of the EXPO Social, complete with signage throughout the event, branded giveaways, and your logo featured on drink tickets for maximum exposure. Includes one EXPO booth and two full conference registrations—a dynamic opportunity to engage attendees, build relationships, and align your brand with the conference's most visible materials and social event.

One Available **\$4,000**



Get your message directly into attendees' hands as a Attendee Welcome Bag Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Provide a promotional item or piece of literature to be included in the official conference bag distributed at registration to all attendees. A simple, cost-effective way to increase brand visibility and ensure your company's materials travel with participants throughout the event.

**\$500 Each**

# EXPO Sponsors



Features prominent EXPO placement and your choice of a 20×10 booth or up to two vehicle display spaces onsite. This package includes two full conference registrations and expanded visibility through banner recognition at event venues, email recognition, and logo placement on the conference website and event page. Sponsors also receive a dedicated social media feature spotlight leading up to the event, reinforcing your organization's brand presence and commitment to support

Five Available, Sponsor showcase runs March - April 2026 **\$5,000**



Features a 10×10 EXPO booth and one full conference registration. This sponsorship offers excellent visibility through banner recognition at event venues, inclusion in event-related email communications, and logo placement on the conference website and event page. Supporting Sponsors also receive a dedicated social media feature highlighting their partnership and commitment to advancing mobility and public transit.

Six Available, Sponsor showcase runs March - April 2026 **\$3,500**



Put your brand in every attendee's hands as the EXPO Bag Sponsor. Your company logo and design will appear alongside the official conference logo on high-quality, recyclable reinforced-handle plastic bags (19" × 15") distributed at the entrance of the EXPO Hall. These bags are carried by attendees throughout the event, ensuring continuous visibility across sessions, exhibits, and networking spaces. The EXPO Bag Sponsor also receives recognition on the conference website, event signage, and EXPO entrance displays, positioning your company as a proud, sustainable partner supporting transit innovation and community connection.

1 Available, Sponsor showcase runs March - April 2026 **\$2,500**



Boost excitement and booth traffic as the official sponsor of the EXPO Raffle Grand Prize Giveaway at the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Provide a raffle prize valued at \$599 or more and gain recognition as the sponsor driving the most-anticipated EXPO activity. Includes signage at the EXPO entrance directing attendees to your booth to enter, verbal recognition during a general session prior to the EXPO, and logo placement on event materials promoting the raffle. This sponsorship creates high visibility and meaningful engagement with attendees eager to connect and participate

One Available, Sponsor showcase runs March - April 2026 **\$1,600**



Be the reason attendees end their first full day of the 2026 SWTA & New Mexico Joint Annual Conference & Expo with a smile! Includes signage throughout the event, branded giveaways and your logo on drink tickets for maximum visibility. Package includes one EXPO booth and two full conference registrations—a fun, high-energy way to connect your brand with the conference's premier networking event.

One Available **\$8,000**

# Specialty Sessions



Show your support for diversity and leadership in the transit industry as the Women in Transit Session Sponsor at the 2026 SWTA & New Mexico Joint Annual Conference & Expo. This popular session celebrates the achievements and impact of women shaping the future of transportation. Sponsorship includes signage and recognition during the session, the opportunity to provide branded giveaways or materials, and verbal acknowledgment from the moderator. Includes one full conference registration and recognition on the conference website and event materials—highlighting your company’s commitment to advancing women in transit.

One Available **\$1,500**



Shape the conversation by sponsoring a conference session on a topic, speakers, and format of your choosing—in coordination with SWTA staff. This sponsorship positions your organization as a thought leader and gives you the opportunity to highlight innovative ideas, best practices, or solutions relevant to the transit industry. Includes one full conference registration and recognition on the conference website, printed agenda, and session signage.

**\$3,500**



Position your organization as a champion of professional growth as the Leadership Workshop Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. This sponsorship includes appropriate signage outside the track session room and the opportunity to deliver welcoming remarks at the beginning of each day’s track sessions. Sponsors may also provide promotional items or materials for attendees. Includes one full conference registration and recognition on the conference website and event materials—aligning your brand with leadership, innovation, and development across the transit industry.

**\$3,500**



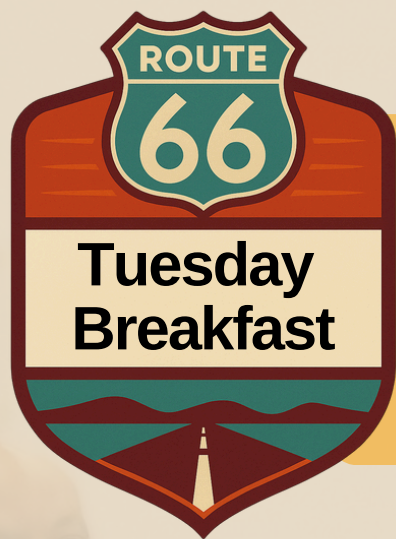
Support skill-building and professional development as the Training Session Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. This sponsorship includes signage outside the training room, the opportunity to deliver brief welcoming remarks at the start of the session, and the option to provide branded materials or giveaways to attendees. Includes one full conference registration and recognition on the conference website and printed program, positioning your organization as a dedicated advocate for workforce growth and continuous learning in transit.

**\$3,500**



We know that every organization is unique — and your sponsorship could be too. The SWTA & New Mexico team is happy to customize a sponsorship package tailored to your goals, audience, and budget. Whether you’re looking for a special event activation, branded experience, or visibility, we’ll work with you to design an opportunity that fits your vision and delivers meaningful results. Let’s build something just for you.

# Food & Beverage



Start the day with great visibility as the Tuesday Buffet Breakfast Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Welcome attendees to breakfast with branded signage at the buffet and recognition in conference materials and onsite announcements. A simple and effective way to connect your brand with attendees as they kick off a full day of sessions and networking.

One Available **\$2,000**



Fuel the day and gain meaningful exposure as the Wednesday Breakfast Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Welcome attendees with branded signage at the breakfast buffet, recognition in the printed program, and acknowledgment during morning announcements. A perfect way to showcase your brand while attendees network, plan their sessions, and connect over breakfast.

One Available **\$2,000**



Close out the conference on a high note as the Thursday Breakfast Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Your company will be recognized with signage at the breakfast buffet and featured in the conference materials as attendees gather for the final morning of sessions and farewells. A great opportunity to keep your brand visible as participants reflect on the week and prepare to take new ideas back to their organizations.

One Available **\$2,000**



Keep attendees energized and connected as the Coffee Break Sponsor for the 2026 SWTA & New Mexico Joint Annual Conference & Expo. Conference breaks give participants a chance to recharge, network, and enjoy refreshments, all while engaging with your brand. Includes appropriate signage during the event and recognition in conference materials, ensuring your company stays top-of-mind throughout the day.

Multiple Available **\$500**



Kick the EXPO with excitement and visibility as the exclusive Opening EXPO Luncheon Sponsor. This premier luncheon showcases the vendors, products, and innovation that power the transit industry, drawing attendees to the EXPO floor for networking, discovery, and fun. Sponsorship includes exclusive branding and signage throughout the EXPO, the opportunity to welcome attendees with brief remarks, and the option to provide branded giveaways or materials at food stations. Includes two full conference registrations and recognition in the conference program, website, and social media. Be the sponsor that sets the tone for connection, collaboration, and innovation.

One Available **\$4,000**



Leave a lasting impression as the exclusive Closing EXPO Luncheon Sponsor. This lively and engaging luncheon offers attendees one last opportunity to visit with vendors, strengthen connections, and celebrate a successful conference. Sponsorship includes prominent signage and branding throughout the event, the option to provide branded giveaways or materials at the food stations, and recognition during closing announcements. Includes two full conference registrations and placement in conference materials, website, and social media. End the week as the sponsor everyone remembers for making the final moments of the EXPO unforgettable.

One Available **\$4,000**



THANK YOU

THANK YOU

To Claim Your Sponsorship Email:

[Admin@SWTA.org](mailto:Admin@SWTA.org)



**2026**

South West Transit Association  
NMTA

**SWTA & NEW MEXICO**  
JOINT ANNUAL  
CONFERENCE & EXPO

March 30 - April 2  
ALBUQUERQUE, N.M.