

2021 SUMMER UNIVERSITY CONFERENCE

July 19 – 22
Santa Fe, New Mexico

SPONSORSHIP OPPORTUNITIES



SWTA is excited to return to in-person events again with its 2021 Summer University Conference this July in Santa Fe, N.M. The basic conference agenda will feature our customary 2-day seminar sessions at this event: Community Mobility, Marketing and Transit Law, along with specialized sessions for CEOs and mechanics. We'll also host a one night-only outdoor vehicle & exhibit display at the Santa Fe Railyard on Tuesday, July 20.

We are offering a number of sponsorship opportunities for our business members to remain connected to the wide range of transit systems across the eight states of the SWTA Nation. The conference agenda and sponsorship options are outlined below. Please contact SWTA Executive Director Rich Sampson at rsampson@swta.org or 225.270.0855 to secure your spot today or for additional details.

Conference Agenda (all times Central)

Day	Time	Session
Sunday, July 18		
	2:00 - 4:00 p.m.	SWTA Board of Directors Meeting
	5:30 - 7:00 p.m.	Opening Reception
Monday, July 19		
	9:00 a.m. - 4:30 p.m.	Community Mobility
	9:00 a.m. - 4:30 p.m.	Marketing
	9:00 a.m. - 4:30 p.m.	CEOs Forum
Tuesday, July 20		
	9:00 a.m. - 4:30 p.m.	Community Mobility
	9:00 a.m. - 4:30 p.m.	Marketing
	9:00 a.m. - 4:30 p.m.	Maintenance: Train-the-Trainer
	5:00 p.m. - 8:00 p.m.	Outdoor Vehicle & Exhibit Display
Wednesday, July 21		
	9:00 a.m. - 4:30 p.m.	Transit Law Seminar
	9:00 a.m. - 4:30 p.m.	Maintenance: Train-the-Trainer
Thursday, July 22		
	9:00 a.m. - 4:30 p.m.	Transit Law Seminar
	9:00 a.m. - 4:30 p.m.	Maintenance: Train-the-Trainer

Sponsorship Options

All sponsorships include logos & links on conference materials and access to attendee list with contact info

- **Featured Sponsor (\$4,500):** Speaking opportunities on two days before breakfast or lunch, promotion before event on SWTA social media platforms
- **Outdoor Meal Sponsor (\$4,500):** High-profile visibility opportunity during the Vehicle & Exhibit Display; includes 5-minute welcome message & 1 passed item with your branding (napkins, drink cups, etc)
- **Session Sponsor (\$3,500):** 5-minute welcome and moderator opportunities; logo on session slides/graphics
- **Voice of the SWTA Nation Mask Sponsor (\$3,000):** Your logo on SWTA conference masks provide to all participants
- **Tuesday Night Social Event Sponsor (\$2,500):** After the Outdoor Vehicle & Exhibit Display, connect with attendees back at the hotel, including bar service; flexibility in format & amenities.
- **Registration Bags (\$3,000):** Your logo on SWTA conference bags to all participants

We're open to any other ideas for sponsorships!

