

Rideshare Week needs you!

October 3-7, 2011

Rideshare Week is an opportunity to raise awareness and a call-to-action for your employees to pledge to rideshare.

The statewide event, now in its twenty fifth year, provides employers with a great opportunity to raise awareness about the importance of sharing the ride in California. Ridesharing helps employees get to work on time, increases job performance, retention and morale, contributes to clean air and compliance with air quality regulations and is good for business. Plus, there are personal benefits of saving extra time for reading, relaxing or even balancing a checkbook.

Locally in Los Angeles County, Metro is the driving force behind the promotion of Rideshare Week but it's through the support from businesses like yours that give added value to this important event. Your sponsorship of Rideshare Week will align your company with others who support alternative commuting modes that decrease traffic congestion and help clean the air.

Here's how it works:

- > An extensive publicity campaign helps get the word out via print media, live traffic reports and broadcast news and employer events.
- > Commuters are encouraged to pledge to rideshare at least once from October 3-7, 2011 by registering on-line.
- > Commuters who pledge may win gift cards and other valuable prizes

Your generous contribution, large or small is a big incentive for the solo driver to try sharing the ride and possibly win a valuable prize. However the most valuable prize is the free flowing freeways and cleaner air for everyone.



Benefits of Sponsorship

As a local sponsor of California Rideshare Week you will receive...

Gold Sponsor – Prizes / Cash valued at \$2,500

- > Your logo on printer-ready electronic posters offered at over 1,000 worksites
- > Your logo on internet/pledge campaign
- > A “Thank you” in our award-winning rideshare newsletter, *CommuteSmart News* distributed to employers in San Bernadino, Los Angeles, Orange County, Riverside and Ventura Counties at over 2,000 websites
- > Your logo on signs at official Rideshare Week events
- > Recognition at the Annual Golden Pylon Awards honoring outstanding media
- > Recognition at the Annual Diamond Awards honoring outstanding Employer Programs

Silver Sponsor – Prizes / Cash valued at \$1,500

- > Your logo on internet/pledge campaign
- > A “Thank you” in our award-winning rideshare newsletter, *CommuteSmart News*
- > Recognition at the Annual Golden Pylon Awards honoring outstanding media

Bronze Sponsor – Prizes / Cash valued at \$1,000

Your logo on internet/pledge campaign

Prize Donation valued at \$500

- > Mention on the Rideshare web site

Sponsorship Requirements

- > **Due April 30, 2011:** Sponsorship Opportunities Application form, your company logo, and an outline of the prize(s) contribution. Please include your logo in an EPS vector format and email to *blanchardd@metro.net*.
- > **Due June 30, 2011:** Prize(s) contribution must be received unless the Rideshare Week committee agrees upon another date.
- > **Prize contributions** must be valid for a one-year period starting October 3, 2011. Sponsors may place reasonable restrictions on prize redemption. Please provide any restrictions in writing with your commitment form.
- > **The value of prize contributions must be consistent with the cost of similar items if purchased from a retail store.**

Artwork Usage

Use of Rideshare Week 2011 artwork for promotional materials must be approved by the Rideshare Week committee and will include a time limit on their use. Use of artwork or promotional items must be clearly identified as not paid for by public funds.

Sponsorship Opportunities Application

Company Name: _____

Contact: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____

Email(s): _____

Submitted By:

Name and Affiliation: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

In accordance with Metro Sponsorship of Special Events Protocol, please answer the following:

1. Has the company or its affiliates submitted or does it anticipate submitting a bid or proposal for a Metro contract, including without limit real estate matters, during the six months prior to the submission of this application until six months after the date of the event?

Yes

No

If "Yes," state the nature of the bid or proposal, and when you submitted or intend to submit the bid or proposal:

Sponsorship Opportunities Application - cont'd

2. Do you have a present contractual arrangement with metro?

Yes

No

If "Yes," are you aware of any significant change order pending or anticipated or real estate development negotiations pending or anticipated with Metro?

Yes

No

If "Yes," state the nature of the change order or negotiations, and the date you submitted or intend to submit the change order or when the negotiations will commence.

3. Do you have knowledge of any facts that may cause a reasonable person to believe there is an actual or an appearance of a conflict of interest if this application would be approved?

Yes

No

If "Yes," state all facts on which you base your response.

Sponsorship Opportunities Application - cont'd

I understand and agree that the Metro Sponsorship Committee may select or not select any application to sponsor a Metro event according to the Metro Sponsorship of Special Events Protocol and that its decision is final. Selection shall be conditional upon the applicant entering into a Metro Sponsorship Agreement, which is this signed and approved form.

I understand and agree that whether or not any application to sponsor a Metro event is submitted or selected, it shall not be considered when Metro awards any procurement or makes any similar decision.

I declare the above statements are true to the best of my knowledge. I further understand approval of this application shall be subject to the Metro Sponsorship of Special Events Protocol and I will comply with all Metro policies and regulations if this sponsorship is selected.

Executed this _____ day of _____ 2011

in the City of _____ State of _____

By:

Print Name _____ Signature _____

Title: _____

Company: _____

Return this Application to:

Metro

Attention: Donna Blanchard

One Gateway Plaza, MS 99-19-5

Los Angeles, CA 90012

or

Fax to: 213.922.5640

Direct questions to Donna Blanchard at 213.922.5614 or blanchardd@metro.net.