

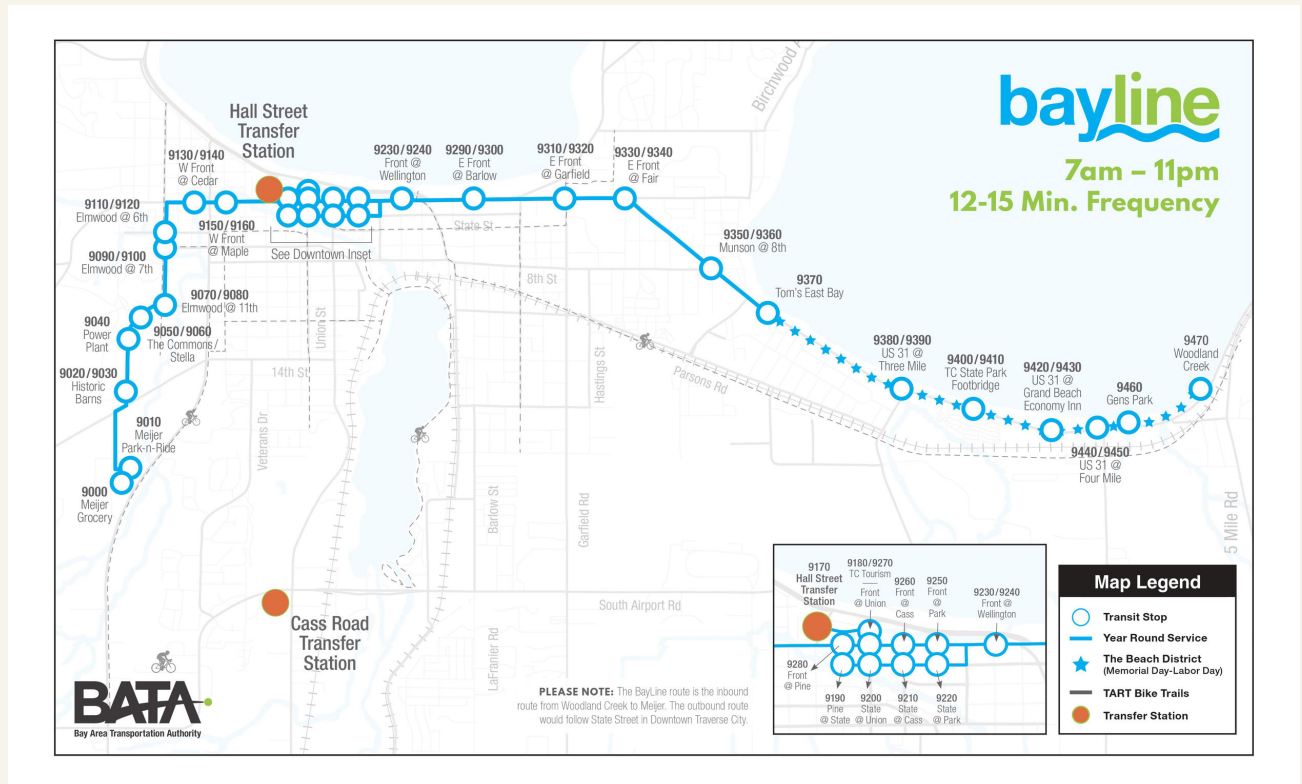


2019 Sponsorship Packet

**Your Support =
AMAZING Community Benefits**

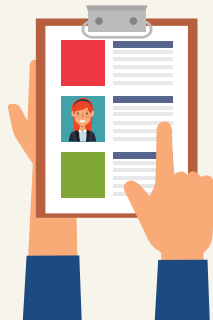
**Sponsoring the Bayline provides
fare-free transportation for residents, visitors and our community**





Meijer (US-31) -> Village at GT Commons -> Munson (Elmwood) -> West Front Street -> Downtown -> NMC Campus -> Tom's East Bay -> East Bay Beach District -> Woodland Creek (Holiday Rd.)

Support Your Community



Employment - Healthcare - Grocery - Tourism - Recreation & Wellness

- Frequency of buses every 12-15 minutes
- 7am - 11pm Daily
- East/West connections with free park-n-ride facilities
- Fare-Free, thanks to our 2018 generous sponsors
- Average daily ridership of 400 trips

Higher Frequency : More Options
Clean Buses : Greener Community



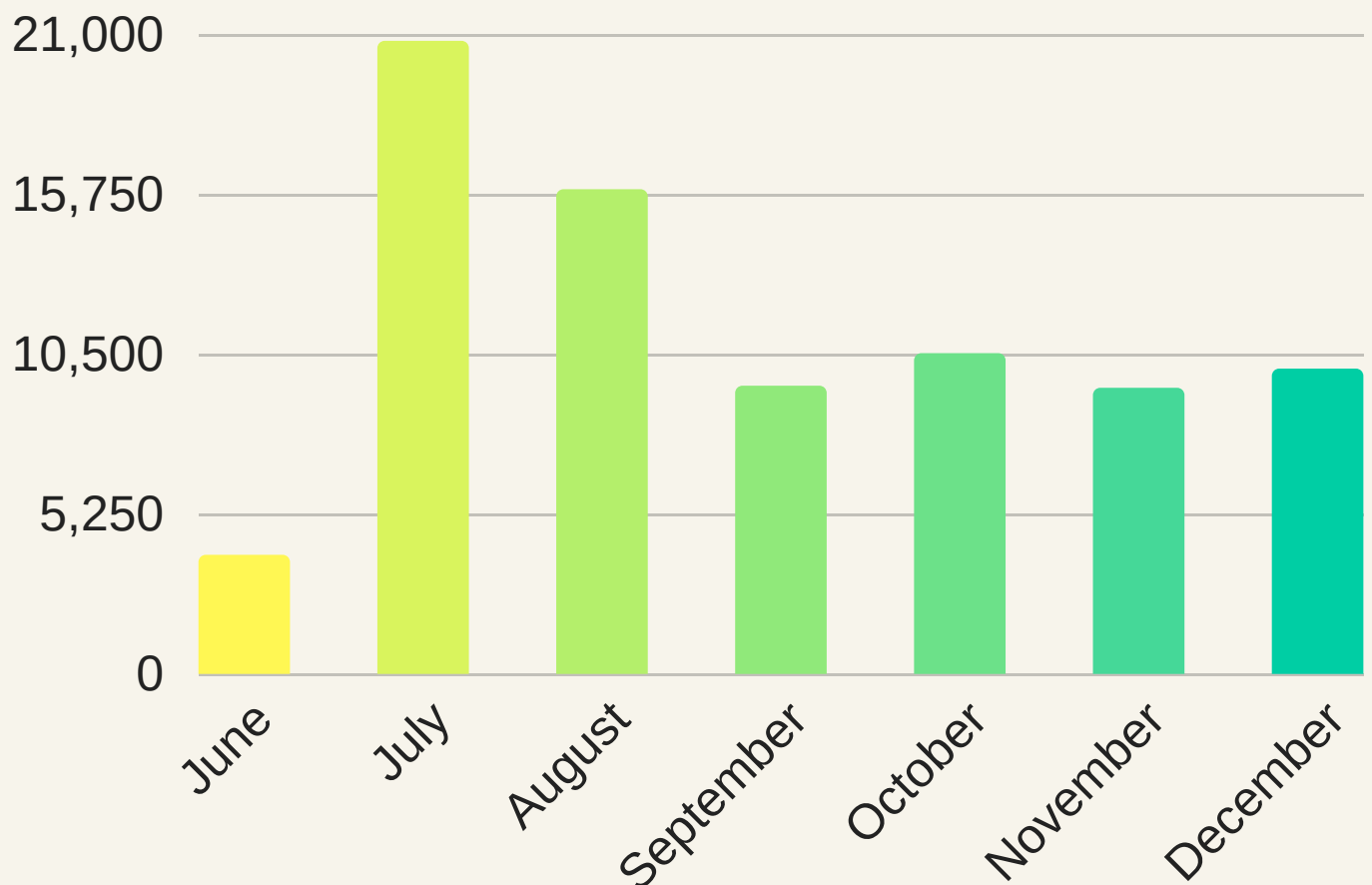
Saving an average of 5,882 car trips per month from area roadways!*



Avoid Parking & Traffic, hop on.

Ridership By Month

Averaging 10,000+ rides a month

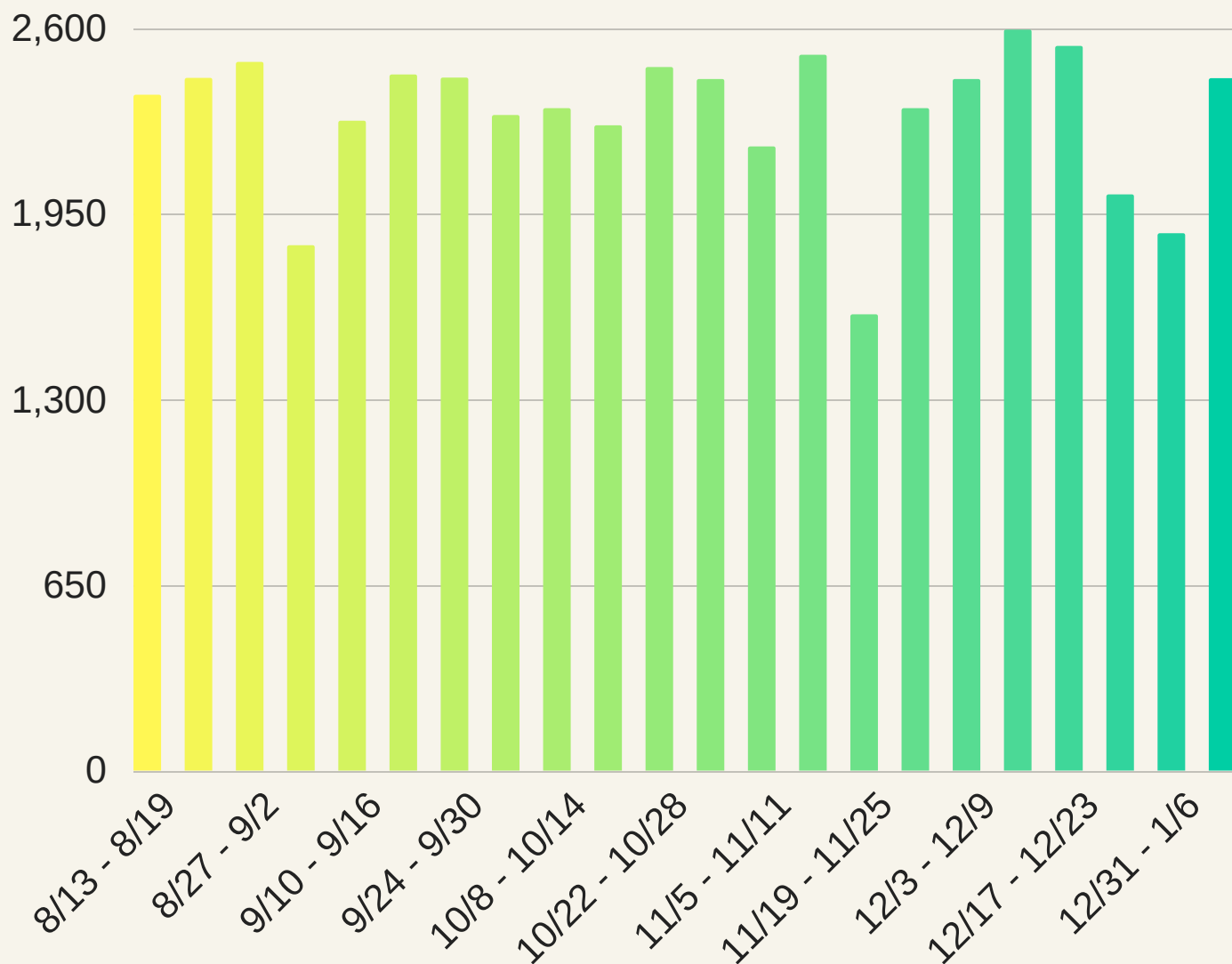


July & August ridership figures include the National Cherry Festival ridership and the Traverse City Film Festival ridership

*U.S. Dept. of Energy estimates each car trip to have on average 1.7 passengers on board

Bayline Ridership By Week

Averaging 2,300 rides a week



Bayline service was suspended for federal holidays.
Labor Day, Thanksgiving, Christmas and New Years Day



Early sign-ups receive first choice of buses & shelters

\$50K+

Signature Sponsor



- Bus wrap double sided
- 1 shelter banner
- Large logo on all printed material
- 10 Interior Bayline bus advertisements
- Name or organization listed on bata.net
- Wi-fi landing page sponsor

\$30K

Platinum Sponsor



- One sided bus wrap
- 1 shelter banner
- Logo listed on all printed material
- 5 interior Bayline bus advertisements
- Name or organization listed on bata.net

\$20K

Gold Sponsor



- 1 shelter banner
- Logo listed on all printed material
- 5 interior bus advertisements
- Name or organization listed on website

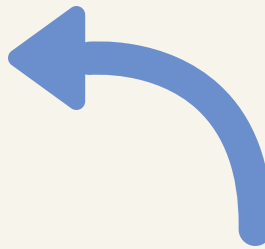
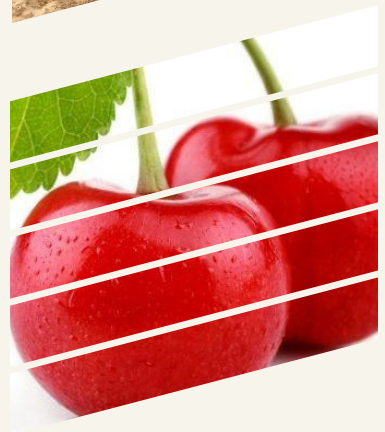
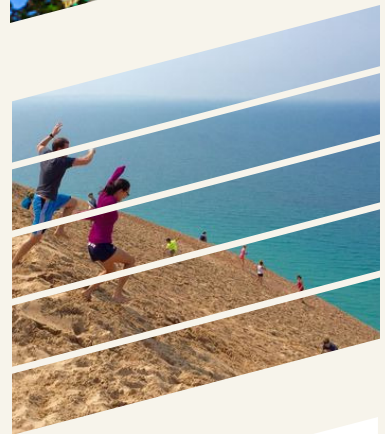
bayline Festivals

FROM BATA

**PROPANE
POWERED**

clean • domestic • affordable

**Green,
Clean &
Lean**



*More than 5,000 rides to and from
the Meijer Park-n-Ride during the
National Cherry Festival*

- ~17,000 rides during the National Cherry Festival
- ~7,000 rides during the Traverse City Film Festival
- More than 20 new ultra-clean propane powered buses purchased, providing green, clean transportation

**Traverse City
Film Festival**





Early sign-ups receive first choice of buses & shelters

\$10K Silver Sponsor



- 1 interior loop route bus poster
- Shelter ad
- Name listed on all promotional material
- Logo on website sponsorship landing page

\$5K Bronze Sponsor



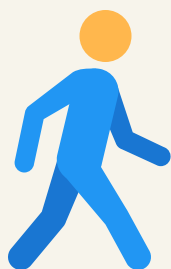
- Logo on promotional materials
- Name listed on all promotional material

\$1K Supportive Sponsor



- Logo on BATA's website
- Name or organization listed on www.bata.net

\$500 Friend of the Bayline



- Name or organization listed on BATA's website, www.bata.net as a friend of the bayline

bayline

BATA
New Directions ♦ Better Connections

Thank you

Sponsoring the Bayline provides
fare-free transportation for residents, visitors and our community.
Ushering in a new wave of transportation options.
Together we can keep the region moving - care-free!

Contact us today!

Wayne Stevens
BATA Advertising Coordinator

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