



ROC  
TRANSIT  
DAY



## ROC Transit Day is about moving Rochester forward. Together.

By working together we can help improve access to jobs in our region. We can make our streets a little more vibrant, and a whole lot safer. We can reduce our carbon emissions. And we can all save money doing it.

How? By driving less and opting for public transit.

**If you've never used public transit in Rochester, Transit Day is an opportunity to give it a try and have some fun too.**

Anyone can participate. Simply leave your car at home and hop on an RTS bus. You'll be able to use your RTS fare card to redeem great deals and offers all around Rochester. Think of your fare card as your very own "key to the city."

Visit [www.ROCtransitday.com](http://www.ROCtransitday.com) to learn more.



# Sponsorship Opportunities

ROC  
TRANSIT  
DAY

Becoming a sponsor of ROC Transit Day is a great way for you to promote your organization or business and help make ROC Transit Day a success.

There are two ways you can get involved...

## Make a FINANCIAL or IN-KIND donation.

### PRESENTING

For **\$7,500 or more** ROC Transit Day will be co-branded with your company name and logo. Your organization will be prominently featured in all of our marketing communications and thanked publicly at our special events on ROC Transit Day. Only one spot available for this sponsorship level.

### KEYSTONE

For a donation of **\$2,500 or more** we'll add your logo and URL to our web sites as a KEYSTONE sponsor. Your logo will also be placed on the front cover of our event program. And you'll be featured in all of our marketing communications (may include print ads, banners, online, posters, etc.). We'll promote your business in our social media communications and you'll be thanked publicly at our special events on ROC Transit Day.

### MAJOR

For a donation of **\$1,000 or more** we will add your logo and URL to our web sites as a MAJOR sponsor. You'll be featured in our general posters, emails, and we'll promote your business in our social media communications.

### SUPPORTING

For a donation of **\$500 or more** we will add your logo and URL to our web sites as a SUPPORTING sponsor and promote your business via social media.

FREE!

FOR MERCHANTS

## OR... Offer a special deal for transit riders

If you are a merchant, business, or restaurant you can choose to offer a discount or freebie to your customers if they show a bus pass on ROC Transit Day.

For example, last year Little Theater gave patrons \$5 movie tickets if they showed a fare card at the ticket window. And Cheesey Eddie's bakery offered their customers a FREE mini dessert. In exchange, we will help promote your business.

Let us know what you plan to offer customers on ROC Transit Day and we'll promote your business via social media and include your location on our online interactive map at [www.ROCtransitday.com](http://www.ROCtransitday.com).



To become a sponsor, fill out our online form at [www.ROCtransitday.com/sponsor-form](http://www.ROCtransitday.com/sponsor-form).

For more information contact us at [info@ReconnectRochester.org](mailto:info@ReconnectRochester.org)

OR

Send payment and contact info to:

**Reconnect Rochester**  
**1115 E. Main St., Box 61**  
**Rochester, NY 14609**

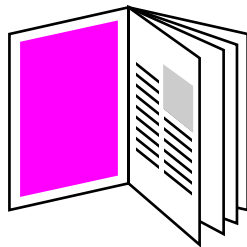


**NEW!**

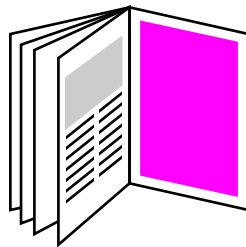
## Advertise your business in the ROC Transit Day event booklet!

The ROC Transit Day program — filled with event information and educational articles — will be distributed to 2,000+ event participants from Rochester area organizations and businesses.

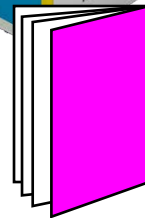
Reserve your ad now. Space is limited.  
**Deadline for artwork & payment: May 1**



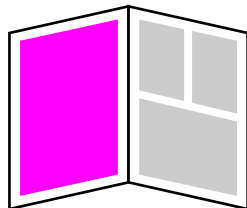
**Inside Front Cover**  
5.5" x 8.75"  
Full Color  
**\$750**



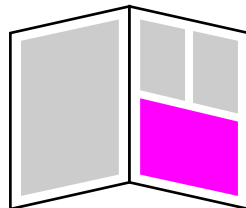
**Inside Back Cover**  
5.5" x 8.75"  
Full Color  
**\$750**



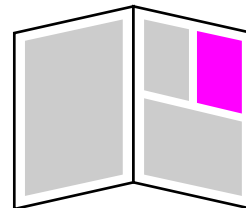
**Back Cover**  
5.5" x 8.75"  
Full Color  
**\$1,000**



**Full Page**  
5.5" x 8.75"  
Full Color  
**\$500**



**Half Page**  
5.5" x 4.375"  
Full Color  
**\$300**



**Skyscraper**  
1.75" x 4.25"  
Full Color  
**\$175**



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Last ROC Transit Day was made possible by...



and by...



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Local media loves ROC Transit Day!  
Coverage has included...

## Democrat and Chronicle

**(585)**  
magazine

ROCHESTER BUSINESS JOURNAL  
**RBJ**

**CITY**  
NEWSPAPER

TIME WARNER CABLE  
**NEWS**

**NEWS**  
**8**  
WROC

**rochester**  
homepage



Rochester  
Subway.com

**the**  
**ROCHESTERIAT**



**WXXI**  
Go Public.

Rochester & Genesee Valley  
**Parent**



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# #ROctransitday

On top of traditional media coverage, ROC Transit Day earns a ton of digital buzz for weeks leading up to the event. By leveraging the networks of all of our sponsors, our social media network reaches into the HUNDREDS of thousands.

Followed by RBJ and 2 others  
 **Rochester Rhinos** @RochesterRhinos · May 15  
 @ROctransitday is nearing! See the city in a FUN, EASY, & FREE way! (Also, you can ride w/ Rex) [bit.ly/1sqGo3m](http://bit.ly/1sqGo3m) #Roc #RocTransitDay

Followed by Jeremy Moule and 13 others  
 **RoCo** @RoCo137 · Jun 19  
 TODAY is #ROctransitday! Simply show us your RTS bus pass and enjoy 2 for 1 admission and other great offers! #ROC [roctransitday.com/roc-transit-da...](http://roctransitday.com/roc-transit-da...)

Retweeted by Downtown Rochester  
 **the Rochesteriat** @theRochesteriat · Jun 19  
 Great to see a crowd down here for #ROctransitDay! Great music by @Smugtown & swing dancing with @GJSwing! #roc [pic.twitter.com/oPLSWx9nU7](http://pic.twitter.com/oPLSWx9nU7)




Expand Reply Retweet Favorite More

Favorited by ROC Transit Day  
 **Stefanie Schwingle** @stefschwingle · Jun 19  
 Finally home after spending an awesome day around the city! #ROC is full of many incredible places! #ROctransitDay [pic.twitter.com/7B6n3Tlq9](http://pic.twitter.com/7B6n3Tlq9)

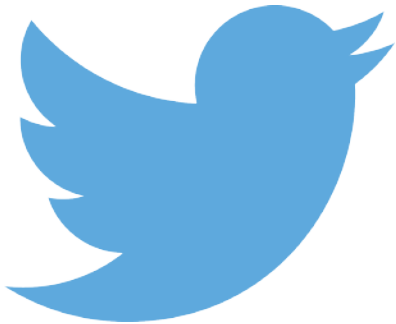


Expand Reply Retweet Favorite More

Followed by Jeremy Moule  
 **Matt DeTurck** @Dalboz17 · Jun 19  
 I'm on a bus! #RocTransitDay @ Rts Bus [instagram.com/p/pbWc2kBu1Y/](http://instagram.com/p/pbWc2kBu1Y/)  
 Rochester, NY

 **Eastman House** @RocEastmanHouse · Jun 19  
 Happy #ROctransitDay! Show us your RTS bus pass for discounted museum admission. Route info here: [bit.ly/1vYpqwX](http://bit.ly/1vYpqwX) #ROC

Followed by Jason Schwingle and 2 others  
 **Michael Barone** @michael\_barone · Jun 19  
 Participating in #ROctransitDay so definitely a swung by @PourRochester for 25% off! [pic.twitter.com/vtEYSH9usD](http://pic.twitter.com/vtEYSH9usD)



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