

## **Sponsorship Opportunities**

The Intelligent Transportation Society of New Mexico (ITSNM), the New Mexico Chapter of the Intelligent Transportation Society of America (ITSA), has several opportunities for public and private agencies to support Chapter programs and activities. This is a chance to show your support for advancing the knowledge and implementation of Intelligent Transportation Systems in New Mexico, in partnership with other interested public, private, and academic agencies involved in the ITS field. Sponsorship opportunities include the following:

### **Annual Sponsorship**

A member company or agency may annually support the chapter on a calendar year basis by contributing at one of the following levels:

Annual Benefit	Platinum Sponsor \$500	Gold Sponsor \$250	Silver Sponsor \$100
Posting on the web site by level (logo, contact info, short description, web link)	Yes	Yes	Yes
Newsletter ad	Half Page	Quarter Page	Business Card
Posting at official events	Yes	Yes	Yes
Annual Meeting table display	No cost	\$25	\$50
Material in registration packet	Yes	No	No
Special recognition at Annual Meeting	Yes	No	No

### **Meeting Sponsor**

Over the above the annual sponsorship, agencies and companies will be able to sponsor specific elements of official Chapter meetings. These sponsorship opportunities and their costs will be determined and offered on an individual meeting basis. Examples of opportunities include:

- Registration packets
- Meeting programs
- Name tags/lanyards
- Refreshment breaks
- Receptions and meals
- Door prizes and special functions
- Happy Hours at a local bar with free drinks for committee members ;)

Exhibit areas may also be made available at an additional cost.