

Greater Morgantown Area Youth Commission High School Ride Free Sponsorship Program

About the Program

In 2009 Mountain Line Transit and the Greater Morgantown Area Youth Commission partnered to create a ride free program for the area High School Students. This program had a startup ridership of over 6,000 rides and has grown to more than 10,000 rides a year. This ridership reflects our youth's willingness to ride public transportation, a quality that will contribute to our community for years to come. The program has become so popular The Youth Commission is looking to our community for help to continue its growth. Your sponsorship will provide about 400 rides for our high school students for 2013, rides that get them home from sport practice, to the University for classes, to vocational technical school and to work. All trips that would normally have been taken in a car, or with Mom or Dad.

communicating
to our community

Bronze Sponsor - \$250

- Includes your logo on 20 student ID's that they will carry for the remainder of their High School career, and **two** 11" x 30" interior car cards for you to promote your business to our riders for **six** months.

Silver Sponsor - \$350

- Includes your logo on 20 student ID's that they will carry for the remainder of their High School career, **two** 11" x 30" interior car cards for you to promote your business to our riders for **six** months and an ad on our High School Program web page that can click through to your website.

Gold Sponsor - \$500

- Includes your logo on 20 student ID's that they will carry for the remainder of their High School career, **five** 11" x 30" interior car cards for you to promote your business to our riders for **one year**, an ad on our High School Program web page that can click through to your site, and a Twitter feed targeted to your audience and/or route.



The Value

In 2012 Mountain Line provided nearly 1.3 million rides to the residents and visitors of Morgantown and Monongalia County.

- Free ridership is available through other partnerships for WVU Students, Faculty and Staff, Senior Monongalians and discounted trips for those on Medicare
- Our website has over 15,000 visitors per month
- We have over 1,500 followers amongst our route targeted feed, and our general Mountain Line Twitter feed
- We have over 500 Facebook Friends who also see our Tweets
- During the course of a ride your audience will have time to read a full car card message, if the message has an action, a rider could follow through and be on your website via smart phone before ever departing the bus.



Contact Information

Organization Name _____

Mailing Address _____ City _____

State _____ Zip _____

Contact Name _____

Contact E-mail _____

Contact Phone _____ Fax _____

I would like to participate as a:

☐ Bronze Sponsor for \$200

☐ Silver Sponsor for \$350

☐ Gold Sponsor for \$500

Please provide artwork for the Car Cards in a pdf, or jpg form, ads are 30" w x 11" h please be sure to keep all text 1/2" in from the border. The web banner ad can be set at 700 px w x 96 px h. We will need your Tweet in text form no more than 140 characters. We will also need a logo and url to print on the ID Cards.

Checks can be made payable to:

BOPARC

Mail to: PO Box 590, Morgantown WV 26507-0590 c/o Marissa Travinski

Questions: 304-296-8356