

**AMERICAN SHORT LINE AND REGIONAL RAILROAD ASSOCIATION**



**COLORADO CONVENTION CENTER  
APRIL 6-8  
SPONSORSHIP PROSPECTUS**

# The ASLRRA Annual Conference features a wide range of sponsorship opportunities to fit nearly every budget.

Your sponsorship investment is a prime way to promote your company, reinforce your brand versus your competition, build your presence and raise your industry profile at the only convention in North America dedicated to the growing short line and regional railroad industry.

Your name and/or logo will appear in our meeting promotions before, during and after the conference and be included in high-profile signage during the meetings and exhibit. At the event, individuals from sponsoring companies will be recognized with a "Sponsor" ribbon to display proudly on their badges.

A sponsorship commitment guarantees valuable exposure before more than 1,700 attendees and is an investment that will pay dividends long after the conference ends.

Outlined on the following pages are a variety of sponsorships available in a range of prices, including those that would be exclusive to a single company. Please be sure to commit early to get the exposure opportunity you want, you deserve and you paid for – and to receive the most recognition possible. Contact Kathy Keeney at [kkeeney@aslrra.org](mailto:kkeeney@aslrra.org) or (202) 585-3439 for more information.



# ANNUAL CONFERENCE SPONSORSHIP PACKAGES

## DIAMOND - \$7,500\*

Exclusive Sponsorship

Two (2) complimentary registrations; Ad in Views & News; Ad on Mobile App

Company Logo on ASLRRA homepage rotating banner (1 week)

Special signage on wall of sponsors; Company logo on marketing emails

Company logo in PowerPoint in General Session and conference website

Social media thank you; High priority attendee list; Sponsor ribbon

## PLATINUM - \$3,500\*\*

One (1) complimentary registration; Ad in Views & News

Special signage on wall of sponsors; Company logo on marketing emails, PowerPoint in General Session, sponsor page of conference website

Social media thank you; Priority attendee list; Sponsor ribbon

## GOLD - \$2,500

Special signage; Company name on PowerPoint in General Session and sponsor page of conference website; Social media thank you; Attendee list; Sponsor ribbon

## SILVER - \$1,500

Special signage; Company name on PowerPoint in General Session and sponsor page of conference website; Social media thank you; Attendee list; Sponsor ribbon

## BRONZE - \$750

Special signage; Company name on PowerPoint in General Session and sponsor page of conference website; Social media thank you; Attendee list; Sponsor ribbon

*\*see Diamond page for list of choices; \*\* see Platinum page for list of choices*



# DIAMOND LEVEL SPONSORSHIPS

Specific Sponsorship	Cost	Benefits
Host City Partner	Call for Price	Exclusive top billing/recognition throughout conference
Sunday Welcome Reception	Call for Price	Exclusive special signage/recognition opening night
Registration Desk	\$12,000	High exposure at a central location visited by every attendee. Sponsor may send logoed pens and notepads
Wi-Fi	\$12,000	Name in Wi-Fi password; special signage
Hotel Room Key Cards	\$10,000	Logo/ad on hotel room key cards
Convention Mobile App	\$10,000	Logo on mobile app splash screen
Meeting Takeaway Page/ A/V Technology	\$10,000	Logo on high-profile meeting takeaway site
Badge Holders	\$7,500	Logo printed on badge holders
General Session (x2)	\$7,500	Logo placement in welcome presentation; sponsor may send flyer to place in seats
Food Court (x2)	\$7,500	Logo on hanging sign; sponsor may send logoed cups and/or napkins
Re-Charge Lounge	\$7,500	Logo on charging stations; special signage
Escalator Runner	\$7,500	Logo/message placement in high-traffic area
Column Wrap	\$7,500	Logo/message placement in high-traffic area
Business Development Awards	\$7,500	Special signage and recognition
Environmental Awards	\$7,500	Special signage and recognition
Hall of Fame Awards	\$7,500	Special signage and recognition
Veterans Awards	\$7,500	Special signage and recognition

Exclusive sponsorships of food & beverage and other activities would also qualify for Diamond status. Two sponsorships totaling \$7,500 or more would also qualify.

# PLATINUM LEVEL SPONSORSHIPS

Specific Sponsorship	Cost	Benefits
Education Track (12)*	\$3,500	Recognition at every session of that track; sponsor may put flyers in session room or a pull up banner
Aisle Sign in Expo (10)	\$3,500	Logo visibility in Expo Hall
Specialty Coffee Bar	\$5,000	Special signage; sponsor may provide logoed cups & napkins
Specialty Bar in Expo (2)	\$5,000	Special signage; sponsor may provide logoed cups & napkins
Cash Prize Drawing	\$3,500	Drawing at sponsor's booth – guarantees traffic
Committee Meetings	\$5,000	Special signage at high-level meetings
Hand Sanitizer Stations	\$3,500	Special signage placed at key locations
First-Timers Meet-Up	\$3,500	Special signage; sponsor may provide logoed cups & napkins
Headshot Lounge	\$3,500	Special signage

Co-sponsorships of food & beverage and other activities would also qualify for Platinum status. Food & beverage sponsorships available for co-sponsorships include:

Sunday Special Train Excursion	\$30,000
Monday Morning Breakfast in Expo Hall	\$12,000
Monday Morning Refreshment Break	\$12,000
Monday Lunch in Expo Hall	\$30,000
Monday Afternoon Refreshment Break in Expo Hall	\$12,000
Monday Night Reception in Expo Hall	\$40,000
Tuesday Morning Refreshment Break	\$20,000
Tuesday Brunch	\$12,000
Tuesday Lucky Strike Bowling Networking Event	\$30,000
Tuesday Closing Party	\$20,000

\*Education tracks are: Engineering & MOW, Environmental, Finance, Human Resources, Legal, Legislative & Regulatory, Marketing, Mechanical, Procurement, Safety & Operations, Technology and Young Professionals.

# SPONSORSHIP BENEFITS AT A GLANCE

	Diamond	Platinum	Gold	Silver	Bronze
Attendee Registrations	2	1			
Ad in Conference App	●				
Priority/Advance Attendee Lists	●	●			
Recognition on Wall of Sponsors Signage	●	●			
Company Logo on Conference Website	●	●			
Company Logo in Conference Email Marketing	●	●			
Company Logo in General Session PowerPoint	●	●			
Special Recognition in Conference App	●	●			
Ad in Views & News	●	●			
Pre- & Post-Conference Attendee Lists	●	●	●	●	●
Recognition on Conference Signage	●	●	●	●	●
Company Name on Conference Website	●	●	●	●	●
Recognition in Conference App	●	●	●	●	●
Recognition on ASLRRA social media channels	●	●	●	●	●



**FOR MORE INFORMATION, CONTACT:**

**Kathy Keeney, Senior Vice President  
Membership & Business Development  
kkeeney@aslrro.org | (202) 585-3439**