

National Shared Mobility Summit

July 2021

Greetings!

We're excited to tell you about the Shared-Use Mobility Center's **2021 National Shared Mobility Summit** and how your company can help us build and deliver another successful event. The Shared Mobility Summit is the foremost national conference at the leading edge of equitable, accessible, and sustainable shared mobility for all. Each year, we stand out in how we bring together policymakers, public and private sector leaders, agency heads, startups, and researchers to collaborate on this goal.

This year's theme is ***The Big Shift: Building the Infrastructure for Shared Mobility***. The current systems—physical, social, economic, technological, and institutional—overwhelmingly favor private car ownership and private car use. We know this is not sustainable, and we know you want to help bring change. Your support of the Summit will help us to advance shared-use mobility and create the Big Shifts that can dismantle inequality and turn back the climate crisis.

The 2021 Summit is virtual and distributed, spread over four Tuesdays of July 2021, with echo events each following Thursday. We expect close to 1,000 attendees per week. Last year, we had over 800 registered attendees from the public, private, and nonprofit sectors after making the quick switch from an in-person to a virtual Summit.

Our mix of conversations, presentations, and networking activities will provide you and your company with multiple opportunities to: build awareness for your brand, display thought leadership, expand your network, and generate leads. Sponsorship packages start at \$1,000. See the attached document for the rates and the benefits.

Signing up to support the event is easy: just follow [THIS LINK](#).

If you have any questions or would like to discuss the opportunities, email Hannan Wilson at hannah@sharedusemobilitycenter.org.

We look forward to working with you to drive the ***Big Shift***.

Thank you for your support!

Benjie de la Peña, CEO, Shared-Use Mobility Center

SPONSORSHIP PACKAGES

As a sponsor of the 2021 Summit, your engagement will: 1) build cross-sector awareness for your brand; 2) display thought leadership at a global level; 3) expand your network; and 4) generate leads. The sponsorship opportunities listed below offer packages for those ready to purchase a sponsorship today. If your organization is looking for a specific sponsorship opportunity or wants to dive deeply into one specific value proposition, let's set up a time to discuss.*

Sponsors at the \$5,000 and above are entitled to:

- Five free passes to the Summit
- Your logo on the summit platform, visible during the event, and in promotional emails and in the Mobility Hub Newsletter (sent weekly to more than 20,000 subscribers)
- A virtual expo booth with your company profile including booth staff details, links and documents, live video conferencing, inbound lead collection, and the ability for attendees to set up private meetings with you. To mimic the experience of an in-person Expo Hall, our virtual Expo Hall includes an interactive floor plan with attendee avatars and virtual, 3D booths for each of our exhibitors. Your booth will have your logo on it and be hyperlinked to your profile, increasing traffic to your company information.
- Lead generation for virtual expo booth activity including people that visited your profile or 3D booth but did not communicate with you. Names provided in real time within the platform so you can follow up through a private chat.

Sponsors at \$10,000 or higher also get:

- Your logo and acknowledgment of your sponsorship on one specific 45 minute or 30 minute session OR a 30 minute branded networking event
- Sponsored session attendance data (Participants can opt out)
- Exhibitor attendance data (Participants can opt out)

Sponsors at \$15K or higher also get:

- Your logo and acknowledgement of your sponsorship on one specific 75 minute or 45 minute session (upgraded from 30 or 45 minute session)
- A 5 minute segment for a pre-produced video
- Host a branded Thursday "Book Club" session that echoes and expands on a Tuesday session topic in an informal, breakout room format.

Or you could choose a Special Support Package at \$1,000

- With your logo on the summit website and free registration scholarship packages (in your company's name) for 20 students or 10 participants from non-profit organizations.

**SUMC sponsorships are distinct from panel programming speaking opportunities*



2020 Summit Partners

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Lyft

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Remix
RideCo
Routematch
Shift
SPIN

Transdev
Transit
Tripshot
Uber
Via
Vulog
WindelsMarx
WSP
Zipcar

Remix's Tiffany Chu met Via's Dan Ramot at the 2019 Summit. Last month, Via acquired Remix creating a new mobility services and analytics powerhouse.

"Truly enjoyed this year's #SUMC19 & spending time with the growing @moovit sales team. Had the chance to meet a great mix of people from the public & private sectors, all sharing the same passion to create sustainable, accessible and better cities. Kudos" - 2019 Summit Sponsor

"I came here thinking that I knew all about ride-sharing, carsharing, bikesharing, since I've been involved with it for close to 20 years. As a surprise to myself, I discovered that I have learned tons. You think you know it all, come to a SUMC conference and you'll discover there is so much more to learn" - 2015 Summit Attendee

