

# AMERICAN SHORT LINE AND REGIONAL RAILROAD ASSOCIATION



**2023 Annual Conference & Exhibition**  
**April 2-4**

**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 1,500 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@aslrta.org](mailto:kkeeney@aslrta.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 ASLRRRA homepage rotating banner (1 week)

Special signage wall of sponsors / Company logo on marketing emails

Company logo on PowerPoint in General Session, website and table tent in food & beverage area

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

## PLATINUM - \$3,000\*\*

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

Special signage wall of sponsors / Company logo on marketing emails, PowerPoint in General Session, sponsor page of website and table tent in food & beverage area

Social media thank you / Priority attendee list / Sponsor ribbon

## GOLD - \$2,500

Special signage / Company name on PowerPoint in General Session, sponsor page of website and table tent in food & beverage area

Social media thank you / Attendee list / Sponsor ribbon

## SILVER - \$1,500

Company name in meeting program, sponsor page of website and table tent in food & beverage area

Social media thank you / Attendee list / Sponsor ribbon

## BRONZE - \$750

Company name in meeting program, on sponsor page of website and table tent in food & beverage area

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                                                                                         |
|------------------------------------------|----------|--------------------------------------------------------------------------------------------------|
| Sunday Welcome Reception                 | SOLD     | Exclusive special signage/recognition opening night                                              |
| Registration Desk                        | \$12,000 | High exposure at a central location visited by every attendee. May send logoed pens and notepads |
| Wi-Fi                                    | \$12,000 | Name in Wi-Fi password                                                                           |
| 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/<br>A/V Technology | \$10,000 | Logo on high-profile meeting takeaway site                                                       |
| Badge Holders                            | \$7,500  | Logo printed on badge holders                                                                    |
| General Session                          | \$7,500  | Logo placement in welcome presentation; may send flyer to place in seats                         |
| Hotel Shuttle Bus                        | \$7,500  | Special signage with logo                                                                        |
| Food Court                               | \$7,500  | Logo on hanging sign; may send logoed cups and/or napkins                                        |
| Re-Charge Lounge                         | \$7,500  | Logo on charging stations; special signage                                                       |
| Escalator Runners                        | \$7,500  | Logo/message placement in high-traffic area                                                      |
| Column Wraps                             | \$7,500  | Logo/message placement in high-traffic area                                                      |
| Floor Clings                             | \$7,500  | Logo/message placement in high-traffic area                                                      |
| Lobby Banners                            | \$7,500  | Logo/message placement in high-traffic area                                                      |

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 (11)*     | \$3,000 | Recognition at every session of that track; may put flyers in back of session room or a pull up banner |
| Aisle Sign in Expo (11)   | \$3,000 | Logo visibility in Expo Hall                                                                           |
| Specialty Coffee Bar      | \$5,000 | Special signage; may provide logoed cups & napkins                                                     |
| Specialty Bar in Expo (2) | \$5,000 | Special signage; may provide logoed cups & napkins                                                     |
| Cash Prize Drawing        | \$3,000 | Drawing at sponsor's booth – guarantees traffic                                                        |
| Committee Meetings        | \$5,000 | Special signage at high-level meetings                                                                 |
| Hand Sanitizer Stations   | \$3,000 | Special signage placed at key locations                                                                |
| First-Timers Meet-Up      | \$3,000 | Special signage; may provide logoed cups & napkins                                                     |
| Port Tour                 | \$3,000 | Special signage                                                                                        |

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

|                                                          |          |
|----------------------------------------------------------|----------|
| Monday morning breakfast in Expo Hall                    | \$12,000 |
| Monday morning refreshment break in General Session area | \$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 breakfast                                | \$12,000 |
| Tuesday Closing Party at Hilton                          | \$20,000 |

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

# Golf Tournament Sponsorships

| Specific Sponsorship    | Cost         | Benefits                                       |
|-------------------------|--------------|------------------------------------------------|
| Golf Lunch (2)          | \$3,000 each | Company logo on box lunch                      |
| Golf Transportation     | \$3,000      | Company logo on specific signage               |
| Golf Beverage Carts (4) | \$3,000 each | Company logo on drink tickets                  |
| Golf Outing Prizes      | \$3,000      | Company logo on prize materials                |
| Golf Tees               | \$3,000      | Company logo on specific signage               |
| Golf Outing Sponsor     | \$5,000      | Special signage; may provide logoed golf balls |



*English Turn Golf Club*



*Lakewood Golf Club*

# Sponsorship Benefits at a Glance

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



**For more information, contact:**

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