



Bus Exterior Signs

14" h x 30" w display (includes printing and installation)	1 bus	2 buses	3 buses	4 buses	5 buses	6 buses
1 month (\$67/month/bus)	<input type="checkbox"/> \$67	<input type="checkbox"/> \$134	<input type="checkbox"/> \$201	<input type="checkbox"/> \$268	<input type="checkbox"/> \$335	<input type="checkbox"/> \$402
3 months (\$55.67/month/bus)	<input type="checkbox"/> \$167	<input type="checkbox"/> \$334	<input type="checkbox"/> \$501	<input type="checkbox"/> \$668	<input type="checkbox"/> \$835	<input type="checkbox"/> \$1,002
6 months (\$47.83/month/bus)	<input type="checkbox"/> \$287	<input type="checkbox"/> \$574	<input type="checkbox"/> \$861	<input type="checkbox"/> \$1,148	<input type="checkbox"/> \$1,435	<input type="checkbox"/> \$1,722
9 months (\$41.89/month/bus)	<input type="checkbox"/> \$377	<input type="checkbox"/> \$754	<input type="checkbox"/> \$1,131	<input type="checkbox"/> \$1,508	<input type="checkbox"/> \$1,885	<input type="checkbox"/> \$2,262
12 months (\$36.42/month/bus)	<input type="checkbox"/> \$437	<input type="checkbox"/> \$874	<input type="checkbox"/> \$1,311	<input type="checkbox"/> \$1,748	<input type="checkbox"/> \$2,185	<input type="checkbox"/> \$2,622

14" h x 50" w display (includes printing and installation)	1 bus	2 buses	3 buses	4 buses	5 buses	6 buses
1 month (\$154/month/bus)	<input type="checkbox"/> \$154	<input type="checkbox"/> \$308	<input type="checkbox"/> \$462	<input type="checkbox"/> \$616	<input type="checkbox"/> \$770	<input type="checkbox"/> \$924
3 months (\$134.67/month/bus)	<input type="checkbox"/> \$404	<input type="checkbox"/> \$808	<input type="checkbox"/> \$1,212	<input type="checkbox"/> \$1,616	<input type="checkbox"/> \$2,020	<input type="checkbox"/> \$2,424
6 months (\$124.83/month/bus)	<input type="checkbox"/> \$749	<input type="checkbox"/> \$1,498	<input type="checkbox"/> \$2,247	<input type="checkbox"/> \$2,996	<input type="checkbox"/> \$3,745	<input type="checkbox"/> \$4,494
9 months (\$118.22/month/bus)	<input type="checkbox"/> \$1,064	<input type="checkbox"/> \$2,128	<input type="checkbox"/> \$3,192	<input type="checkbox"/> \$4,256	<input type="checkbox"/> \$5,320	<input type="checkbox"/> \$6,384
12 months (\$112.42/month/bus)	<input type="checkbox"/> \$1,349	<input type="checkbox"/> \$2,698	<input type="checkbox"/> \$4,047	<input type="checkbox"/> \$5,396	<input type="checkbox"/> \$6,745	<input type="checkbox"/> \$8,094

Addison Region Routes: please check preferred exposure(s)

- MSB Hannaford Loop** | Mon-Sat | circulates through Middlebury’s main business & school district
- MSB College/Hospital/Marble Works/Shaws** | Mon-Sat | circulates through Middlebury neighborhoods
- Tri-Town Bristol** | Mon-Fri | connecting Middlebury, Bristol & New Haven downtowns
- Tri-Town Vergennes** | Mon-Fri | connecting Middlebury, Vergennes & New Haven downtowns
- Rutland Connector** | Mon-Sat | connecting Middlebury, Salisbury, Leicester, Brandon, Pittsford & Rutland
- 116 Commuter** | Mon-Fri | commuter svc. between Middlebury, Bristol, Starksboro, Hinesburg, & Burlington
- Burlington LINK** | Mon-Sat | connecting Middlebury, Vergennes, Ferrisburgh, Shelburne & Burlington
- Snow Bowl Shuttle** – Seasonal to Ripton & Middlebury Snow Bowl

Orange/No. Windsor Region Routes: please check preferred exposure(s)

- 89er** | Mon-Fri | commuter svc. from Randolph, Bethel, Rochester, Chelsea, Sharon, to WRJ, Lebanon & Hanover
- River Route Commuter** | Mon-Fri | commuter svc. from Wells River through Thetford to WRJ, Lebanon & Hanover
- Randolph Circulator** | Mon-Fri | circulator connecting Braintree, Randolph Center, Randolph & Bethel
- Bradford Circulator** | Mon-Fri | circulator from Bradford & Piermont to Wells River & Woodsville
- Randolph local route service** | Varied | incl. Randolph, Royalton, Chelsea, Hancock, Woodstock, Barre & Lebanon

Artwork: I will provide artwork → 300 dpi resolution or better – jpg, pdf or eps, sized per above.
 I need support from TVT to produce artwork for an additional fee.

Requested starting date: _____ **Sponsorship Total:** \$ _____
*TVT is a 501(c)(3) nonprofit and sponsorships are tax-deductible. Government agencies & nonprofits may apply 5% discount.
 You will receive a payment reminder when your acknowledgement has been displayed.*

Authorizing sponsor: _____ | _____
 (signature) (written name)
 _____ | _____ | _____
 (business name) (phone #) (email address)

Sponsor’s signature denotes understanding of Tri-Valley Transit’s Sponsorship Guidelines (explained on page 2).

Authorizing TVT representative: _____

Sponsor Guidelines

I. PURPOSE

The purpose of this policy is to define sponsorship acknowledgement standards for Tri-Valley Transit (TVT) transit vehicles, schedule brochures and bus shelters.

II. BACKGROUND

TVT does not sell advertising, but rather offers sponsorship opportunities as an important means of generating operating revenue which can be used to fund programs and services, leverage grant funding and limit the need for additional public subsidy while providing a service to businesses and the community. The IRS differentiates sponsorship and advertising in IRS service Publication 598:

Qualified sponsorship payment – *this is any payment made by a person engaged in trade or business for use or acknowledgement of the business name, logo or product lines of the sponsor's trade or business. The acknowledgement may also contain the sponsor's address, telephone number, a neutral description or list of products or services, and logos and slogans that are "an established part of a [sponsor's] identity." "Use or acknowledgement" does not include advertising the sponsor's product or services as defined below.*

Advertising – *A payment is not a qualified sponsorship payment if, in return, the sponsor's message contains qualitative or comparative language, or other indications of savings or value, endorsements of the sponsor's product, or inducements to purchase, sell, use the products or services or a call to action.*

III. POLICY

TVT will respond to sponsorship requests in the order that such requests are received and as space is available. The terms and conditions for each sponsorship must be in writing (Sponsorship Agreement) and signed by both parties. In its sole discretion, TVT reserves the right to refuse a sponsorship request and to refuse an individual message presented by a sponsor. TVT will not accept or display sponsor acknowledgements which:

- Is clearly false, misleading or deceptive.
- Relates to an illegal activity.
- Contains political messaging or is part of a political campaign.
- Is explicit sexual material or obscene material as these terms are defined by the Courts.
- Advertises alcohol, tobacco or firearms products.
- Advocates or opposes an issue or cause, religion, denomination, religious creed, tenet or belief.
- Depicts violence or antisocial behavior.
- Subjects individuals or groups of people to public ridicule, derision or embarrassment.
- Includes language which is obscene, vulgar, or profane.
- Includes qualitative or comparative language, price information or other indications of savings or value, endorsements, or inducements to purchase, sell or use products or services.

Acknowledgements *may* include

- The business name, logo or product lines of the sponsor's trade or business.
- The sponsor's address, telephone number, a neutral description or list of products or services, and logos and slogans that are "an established part of a [sponsor's] identity."

Artwork is to be sized according to TVT's requirements. Acknowledgement printing, display and removal will be conducted by TVT.