



CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
LEONARD TRANSPORTATION CENTER
**REGIONAL MOBILITY
DIALOGUE SERIES**

**Sponsorship Opportunities
and Benefit
2019 Dialogue Series**



Dr. Kimberly Collins, Executive Director

William and Barbara Leonard Transportation Center

The Jack H. Brown College of Business and Public Administration

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www.csusb.edu/leonard-transportation-center

Logistics plays a major role in the Inland Empire of Southern California. The William and Barbara Leonard Transportation Center (LTC) is the voice for an integrated and sustainable transportation system in our region.

In 2019, the LTC will offer its second Regional Mobility Dialogue Series. The 2018 series was a wonderful success, bringing together policymakers and thought leaders from both public and private sectors as well as CSUSB faculty experts, students, and members of the public for a lively series of discussions. 2018 topics included ways of maintaining the region's competitiveness and quality of life, emerging technologies affecting transportation, the role of rail and transit in our region, the advantages and disadvantages of congestion pricing, and ways to fund our transportation future.

I hope you will be able to join the Dialogue Series this year as a sponsor. In 2019, we will continue to address important transportation issues facing our community. Topics under consideration include:

- ◆ Cyber security and potential threats into the traffic system
- ◆ Electrification of semi-trucks and impacts on freight distribution
- ◆ Smart-city concepts and their real life applications to transportation
- ◆ Infrastructure funding for the increasing number of electrical vehicles
- ◆ The changing dynamics of transportation occupations and the affect on jobs

The six Dialogue breakfast meetings will be held at new venues in order to provide opportunities for transportation leaders and community members to participate from throughout the Inland Empire.

We need your support to fund these vital conversations.

With your help, the Leonard Transportation Center can continue to offer this engaging series at low- or no-cost to participants. The benefits of sponsorship are many as you will see from the sponsorship levels outlined in the following pages.

Thank you for your consideration. Please do not hesitate to contact Julie Nichols, Senior Director of Development for The Jack H. Brown College of Business and Public Administration at (909) 537-4346 if you have any questions.

Sincerely,

Kimberly Collins, Ph.D.
Executive Director





No sector of the Inland Empire economy is more influential than logistics and transportation. Freeway congestion, air quality, increasing transportation automation, and technological change are just a few of the factors affecting the quality of life and economic viability of the I.E. The 2019 Regional Mobility Dialogue Series hosted by the Leonard Transportation Center at CSUSB is designed to bring together thought leaders, policymakers, community members, and the academic community for a dynamic series of conversations. During six breakfast meetings, participants will discuss the most pressing opportunities and challenges facing transportation in our rapidly changing world. Your sponsorship helps the Leonard Transportation Center offer this inspiring series. [Join us by sponsoring today.](#)



Bringing the Public and Private Sectors Together

One of the key takeaways of the first Regional Mobility Dialogue Series is the importance of bringing public officials, private sector executives, nonprofit leaders, and community members together to discuss vital transportation issues. Your sponsorship will help continue this important service to the Inland Empire.



Building Community through Dynamic Conversations

All Dialogues are open to the public, providing community members with the opportunity to interact with leaders in transportation sector. 2018 participants included San Bernardino County Supervisor **Janice Rutherford**, Manager of Environmental Affairs at Southern California Edison **Thomas Gross**, and Director of Planning for the Southern California Association of Governments **Kome Ajise**, and many others.



Bridging Today's Challenges to Tomorrow's Opportunities

The rate of technological change is accelerating and big changes to transportation are already underway. Some topics under consideration for the 2019 Regional Mobility Dialogue Series include cyber security and potential threats to the traffic system, the challenges of vehicle electrification, smart cities and the transportation infrastructure, and the transportation jobs outlook in a time of increasing automation.

LTC Regional Mobility Dialogue Series Sponsorship Opportunities

Platinum Sponsorship - \$10,000

- Opportunity to develop dialogue program
- Speaking opportunity during opening remarks
- Individual table for displaying promotional materials
- Six free tickets for all six events*
- Acknowledgment on screen during program with company logo
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- Live web stream access of dialogue series for company staff
- 1 page advertisement/message in event brochure

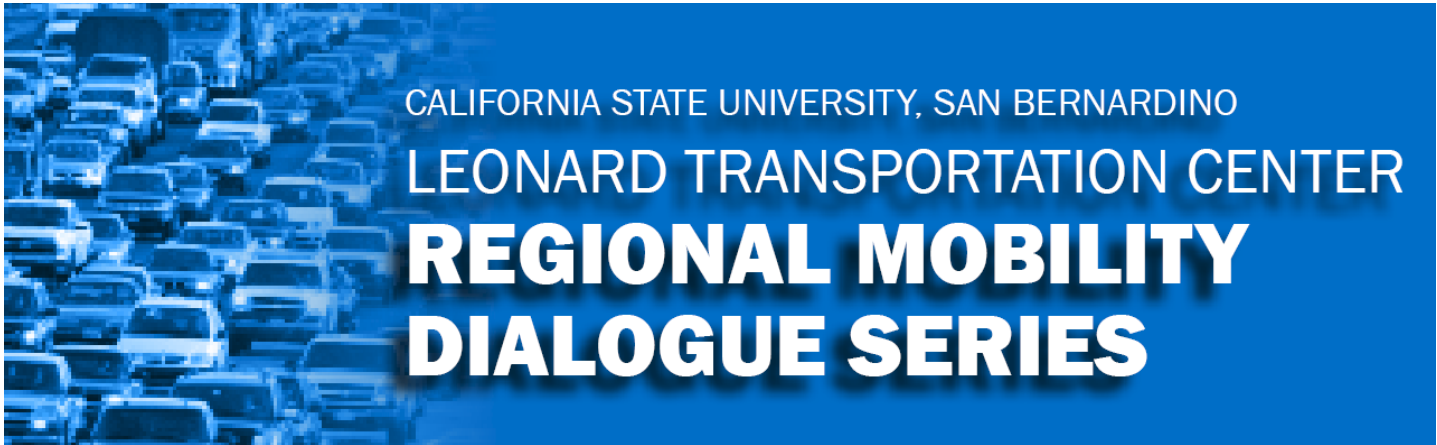
Gold Sponsorship - \$6,000

- Verbal recognition at event
- Two promotional materials displayed on registration table
- Two free tickets for all six events*
- Acknowledgement on screen during program with company logo
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- Live web stream access of dialogue series for company staff
- ½ page advertisement/message in event brochure

Silver Sponsorship - \$1,500

- Verbal recognition at event
- Two free tickets to one event*
- Acknowledgement on screen during program with company logo
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- Live web stream access of dialogue series for company staff

*Sponsorships are tax-deductible to the extent allowable by law. Event tickets and other tangible benefits may lower the tax-deductibility of the sponsorship.



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Yes, I want to sponsor the Regional Mobility Dialogue Series!

Please scan this form and return it via email to jnichols@csusb.edu or mail to Julie Nichols, University Development, 5500 University Parkway, San Bernardino, CA 92407-2318. The *CSUSB Philanthropic Foundation* is a qualified non-profit organization (tax ID number 42-2255077). For more information, call Julie Nichols at (909) 537-4346.

- Platinum Sponsorship** \$10,000
- Gold Sponsorship** \$6,000
- Silver Sponsorship** \$1,500

Name as you wish it to appear on printed materials:

Contact Name: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

My check in the amount of \$_____ is enclosed.

(Please make your check payable to the "CSUSB Philanthropic Foundation")

Credit Card: VISA MasterCard Discover American Express

Name as it appears on card: _____ Expiration Date: _____

Card No. _____

Thank you for supporting the Leonard Transportation Center!