

Sponsorship Opportunities and Benefit 2021 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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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 2021, the LTC will offer its fourth Regional Mobility Dialogue Series. The 2018, 2019, and 2020 series were 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. 2020 topics included drone development, looking at the Inland Empire's infrastructure and responding to crisis, preparing for electric fleets, smart cities 2.0, looking at transportation and equity, and entrepreneurship in the transportation industry.

Due to COVID-19, the 2020 series was switched to a fully virtual format after the February event. With that being said, we have had excellent success with participation from our audience. Our registrations have doubled, and we have created a seamless transition to a webinar format.

I hope you will be able to join the Dialogue Series this year as a sponsor. In 2021, we will continue to address important transportation issues facing our community. Become a sponsor now and be part of the process to decide on next year's topics.

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-cost to participants and free admission for students. 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

Leonard Transportation Center





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 2021 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.





The Regional Mobility Dialogue Series has continued to increase visibility for the LTC and the Dialogue Sponsors. We use all social media platforms to effectively promote our events and highlight our sponsors. Our twitter account has had an average of 32,000 impressions over the past three months. Our Instagram is currently receiving an average of 800 impressions a week.



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. 2020 participants included **Curt Hagman,** Fourth District Supervisor, San Bernardino County, **Alan Wapner**, Council Member, President of the Airport Authority, **Dr. Aravind Kailas**, Advanced Technology Policy Director, Volvo Group, 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. The 2020 Regional Mobility Dialogue Series addressed drone development, entrepreneurs in the transportation field, commercial electric vehicles, transportation planning, mapping technology, and transportation and social equity.

LTC 2021 Regional Mobility Dialogue Series Sponsorship Opportunities

Platinum Sponsorship - \$10,000

- Promotional video for company will be shared live at all events and on LTC website
- Verbal acknowledgement at each event
- Acknowledgment on screen during program with company logo
- Platinum sponsors logo listed in Dialogue proceedings
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- 1 full page advertisement/message in event program
- Speaking opportunity during opening remarks
- Send promotional materials out during all Dialogues

Gold Sponsorship - \$5,000

- Promotional video for company will be shared on LTC website
- Verbal acknowledgement at each event
- Acknowledgment on screen during program with company logo
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- ½ page advertisement/message in event program
- Speaking opportunity during opening remarks
- Send promotional materials out during all Dialogues

Silver Sponsorship - \$1,500

- Verbal recognition at each event
- Acknowledgement on screen during program with company logo
- Recognition on event promotional materials, LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)

^{*}Sponsorships are tax-deductible to the extent allowable by law.



Yes, I want to sponsor the 2021 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	\$5,000
☐ Silver Sponsorship	\$1,500
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