



# SunLine Student Art Contest

*BUS WRAP  
SPONSORSHIP*



[WWW.SUNLINE.ORG](http://WWW.SUNLINE.ORG)

# SunLine Student Art Contest



To whom it may concern,

SunLine Transit Agency seeks your participation as a sponsor for the 3<sup>rd</sup> Annual Student Art Contest. The art contest provides an opportunity for our local students, in grades K-5<sup>th</sup> and 6-8<sup>th</sup>, to have their artwork displayed on one of our latest Hydrogen Fuel Cell buses for a year. One winner is chosen from each category, elementary and middle school, for a total of two winners.

As a leader in zero emission technology, SunLine's Hydrogen Fuel Cell buses provide environmentally conscious public transportation. As such, the art contest exposes students to the public transit system and helps teach them about alternative fuels. To enter into the contest, students must incorporate images of the transit system, the environment, and Coachella Valley landmarks.

We look towards you as a leading organization in the Coachella Valley to help sponsor the bus wraps. In return for your support, your organization's logo will be prominently featured on both sides of the bus and space will be provided on the tail of the bus for an ad. The logo and ad will be on the bus for one full year providing your company advertising as the bus travels throughout the Coachella Valley. Our advertising package for a similar amount of time and size is valued at \$15,000 per bus. In addition, in partnership with your organization, we will host an unveiling event to showcase the fully wrapped buses and our local artists. SunLine Transit Agency will work with you to create a slogan for the bus that speaks to our collaboration.

We are seeking sponsorship for two buses and each wrap costs \$5,000. If you are interested in sponsoring one bus (\$5,000) or both (for a total of \$10,000), please contact Brittney B. Sowell at 760-343-3456 x 1003 or email [bsowell@sunline.org](mailto:bsowell@sunline.org).

Your sponsorship will make it possible for this contest to continue its successful tradition of showcasing our community's young talent.

Sincerely,

Lauren Skiver  
CEO/General Manager

# SunLine Student Art Contest SPONSORSHIP LEVELS



**TWO BUSES..... \$10,000**



**ONE BUS..... \$5,000**

## *Benefits*

- Logo prominently featured on both sides of bus for one (1) year
- Ad placement on tail of bus
- Sponsor recognition in press releases, on all art contest related documents (including student submission form), and event coverage

## *Market Coverage*

Desert Hot Springs	Indio
Palm Springs	Coachella
Cathedral City	Thousand Palms
Rancho Mirage	Bermuda Dunes
Palm Desert	Thermal
Indian Wells	Oasis
La Quinta	Mecca
	North Shore

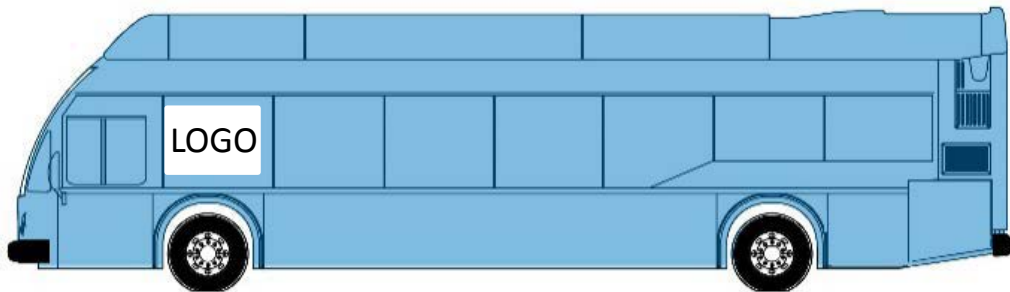


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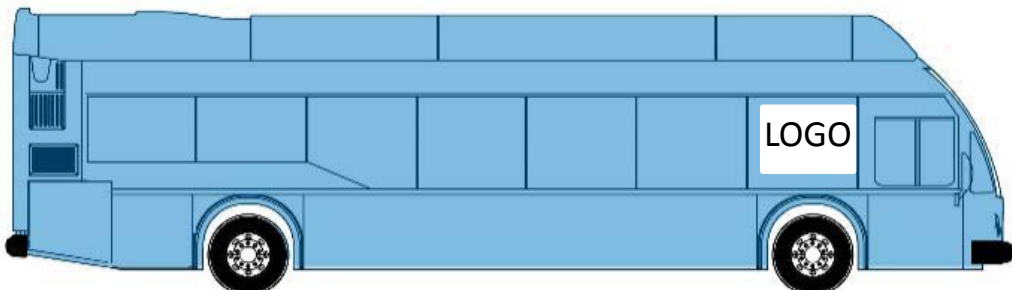
## LOGO/AD PLACEMENT



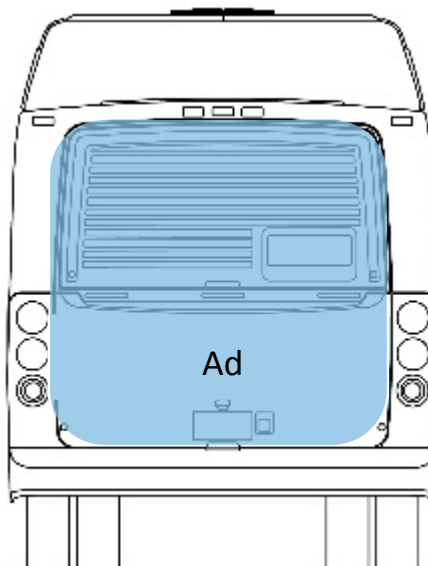
### BUS SIDE 1



### BUS SIDE 2



### BUS TAIL



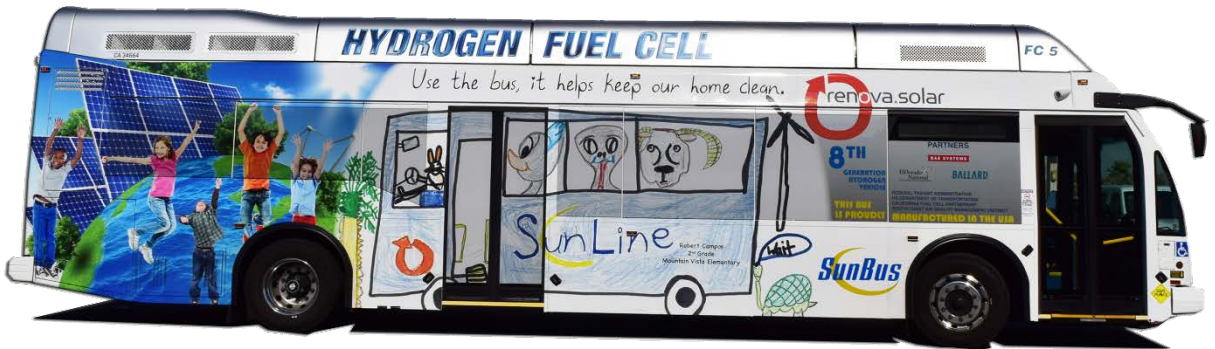
# SunLine Student Art Contest PAST SPONSOR EXAMPLE



## BUS SIDE 1



## BUS SIDE 2



## BUS TAIL



# SunLine Student Art Contest SPONSORSHIP FORM



Please fill out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Brittney B. Sowell, Clerk of the Board/Special Assistant to the CEO at [bsowell@sunline.org](mailto:bsowell@sunline.org).

## CONTACT INFORMATION:

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Company Name

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Contact Person

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Contact E-mail Address

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Contact Phone Number

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Address

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City/State/Zip Code

## SPONSORSHIP LEVEL:

\_\_\_\_\_ \$10,000 Two Buses

\_\_\_\_\_ \$5,000 One Bus