



RAIL PASSENGERS ASSOCIATION

Annual Partner Program

Through a partnership with the Rail Passengers Association, together we can amplify the voice and influence of the American rail passenger, many of whom are your employees and customers, giving them the power to improve transportation options in their communities. Whether you're interested in sponsoring a program, participating in a corporate-volunteer activity, becoming involved in advocacy efforts, or annual support, your organization can help reinforce the voice of the American passenger.

We work closely with organizations to identify and create a partnership opportunity that best aligns with your values, goals and philanthropic interests. The Rail Passengers Association will work with partners to customize packages inclusive of some or all of the assets presented below.

Resources

- Access to all "Voice of the Passenger" communications, such as:
 - Discounted advertising space in "Passenger Voice" monthly newsletter, digital and printed distribution
 - Membership status highlighted in the weekly "Hotline", a recap of efforts and transportation related news, distributed digitally to all Rail Passengers Association members, policy makers, and Congressional staff
- Access to industry expert speakers bureau
- Access to the Rail Passengers Association's extensive policy document library and professional analysis
- Opportunities to distribute promotional items and collateral to Rail Passengers Association constituents

Networking

- Acknowledgement of partner status on the Rail Passengers Association website with linked logo
- Approval to post partner status and Rail Passengers Association logo on your website and collateral
- Marketing services to our engaged membership of active travelers
- Complimentary registrations to Rail Passengers Association meetings and events
- Opportunities to host private functions at Rail Passengers Association events
- Opportunities for push promotional messaging

Professional Development

- Opportunities to participate in employee volunteer team building experiences
- Personalized consultations with the Rail Passengers Association professional staff on transportation policy issues
- Discounts on professional services including customer advisory resources, research, and/or custom polling
- Annual "State of the Passenger Landscape" briefing

Sponsorship Opportunities

- Add-on marketing opportunities for Rail Passengers Association events and programs such as:
 - RailNation (spring and fall)
 - Summer by Rail
 - Student Ambassador Program

Together we can create "A Connected America."

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