



YOUNG
PROFESSIONALS
IN
TRANSPORTATION

Sponsorship
2021
Package



Help keep YPT International **moving.**

Young Professionals in Transportation
Board of Advisors
2020 - 2022

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Kimberly Williams | Houston METRO

Sam Zimbabwe | Seattle Department of Transportation



Founded in 2008, the vision of Young Professionals in Transportation (YPT) is to become the preeminent professional development organization for emerging leaders in the transportation field.

YPT provides professional development, fellowship, and networking opportunities for young professionals in transportation.

YPT is rapidly expanding its membership and influence; since January 2014, YPT has added new chapters – including multiple international chapters – and has grown to 25 chapters across North America.

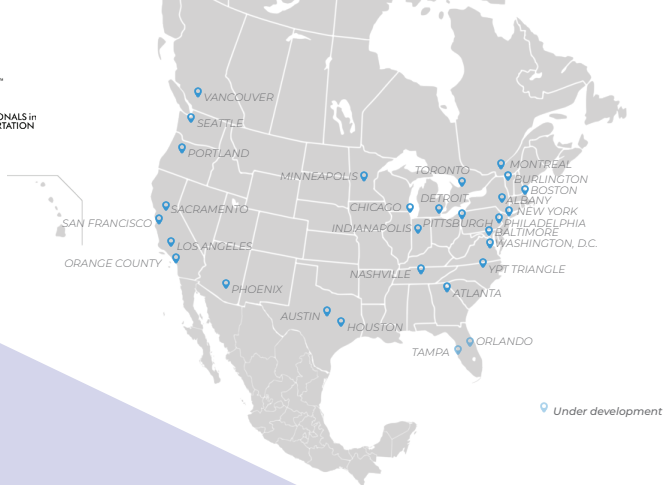
Our International board supports local chapters as they develop innovative programming and grow membership, as well as sustaining strong ties with national transportation agencies and organizations. YPT hosts events at international conferences such as TRB, and partners on learning opportunities and fun events through digital engagement.

Supporting YPT shows a commitment to supporting the future of transportation. Our members are rising leaders in the transportation field and are employed in consulting firms, local government, and national transportation agencies across the continent. YPT relies heavily on financial support from private sponsors to keep membership costs reasonable for our young members, and we offer a wide range of attractive benefits to show our gratitude to sponsors. Sponsor benefits include displaying sponsor logos on our website, on all member email correspondence, and at international events; social media and email announcements promoting our sponsors; and unlimited job listings, to name a few. We can also discuss a custom benefit package or co-sponsorship with a local YPT chapter.

Your generous support of our organization will ensure that you and your business will play a critical role in shaping a better transportation world for generations to come. YPT offers a number of exciting opportunities for you and your employees.

If you would like to discuss benefits of Sponsorship and how your company would like to get involved with YPT, please contact the Director of Sponsorship at sponsorship@yptransportation.org.

As a federally-recognized 501(c)(6) non-profit entity, contributions or gifts to YPT are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.



PROGRAMMING

1. Participated in the TRB Careers in Motion Networking Fair and YPT Leadership Reception.
2. Supported the inaugural Megaregion Transportation Policy Symposium
3. International exchanges with NYC, Boston, D.C., and Toronto.
4. YPT has supported **Transportation Camps** in Baltimore, Philadelphia, Boston, D.C., Chicago, and Indianapolis.
5. Held a Virtual Happy Hour with the National Rural Transit Assistance Program (National RTAP).
6. YPT Nashville, Phoenix, and Austin hosted a joint webinar: *The Role of Urban Planning in Historical and Ongoing Social Injustices*.
7. Helped support professional development for recent graduates through speed networking in Chicago.
8. Held workshops on transit network redesigns in Indianapolis.
9. *Volunteered and contributed in communities across the US + Canada.*

LOCAL CHAPTERS

SPONSORSHIP OPPORTUNITIES

**B
A
R
G
E**

special highlight on YPT homepage
sponsor a YPT intern!
monthly social media blasts
logo displayed on our website + emails
unlimited job postings on our website +
monthly emails
25+ complimentary memberships



\$5,000+

**R
A
I
L**

name your own scholarship/award
monthly social media blasts
logo displayed on our website + emails
unlimited job postings on our website
+ monthly emails
15-20 complimentary memberships



**\$3,000-
\$5,000**

**B
R
T**

logo displayed on our website
+ emails
unlimited job postings on our
website + monthly emails
10 complimentary memberships



\$2,500

**B
I
K
E**

logo displayed on our
website + emails
unlimited job postings
on our website + monthly
emails
3-7 complimentary
memberships



**\$500-
\$1,000**

**LET'S
SHARE A
RIDE!**



Have a portion of your
sponsorship go towards a
LOCAL chapter of your choice &
have additional local benefits.*

BY THE NUMBERS

These statistics are as of November 2020.

MEMBERSHIP

46% CONSULTING

17% NON-DISCLOSED

11% TRANSIT AGENCIES &
COMMUTER SERVICES

11% GOVERNMENT

5% NON-PROFITS

5% UNIVERSITIES/SCHOOLS

3% OTHER/SELF-EMPLOYED

1% BIKESHARE

1% TECH COMPANIES

TOP 10

COMPANIES BY MEMBERSHIP

1. WSP
2. KIMLEY HORN
3. HNTB
4. MTA/NYC TRANSIT
5. PORT AUTHORITY
OF NY & NJ
6. FEHR & PEERS
7. HDR
8. JACOBS
9. KITTELSON & ASSOCIATES
10. NELSON\NYGAARD
11. AECOM

SOCIAL MEDIA & MARKETING

www.



23K

WEBSITE VIEWS TO DATE



USED TO INCREASE REACH
OF DIGITAL MARKETING



1.9K LIKES

FACEBOOK BOOST POSTS

2K

PEOPLE ARE REACHED BY ONE
POST

twitter



4.5K FOLLOWERS

Instagram



.8K FOLLOWERS



CURRENT SPONSORS

FORD MOBILITY



STREETLIGHT DATA
Big Data for Mobility



Government of the District of Columbia
Department of For-Hire Vehicles



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