



## **UTA Event Sponsorship Guidelines**

Utah Transit Authority is proud to be a part of a thriving community along the Wasatch Front. Our community outreach efforts include attendance and/or sponsorships of community events and projects. However, due to our specific goals and needs, our participation in events depends on the following criteria:

1. Our first priority in sponsoring or attending community events is that we are able to directly promote transit ridership. If the event or opportunity at hand serves a population that rides or can potentially ride transit due to geographic allowances, lifestyle needs, or financial ability, this will enable UTA to consider attending the event. If the population served has no opportunities to ride or potentially ride transit, then UTA's attendance or sponsorship of the event will be less likely.
2. UTA will choose to attend or sponsor community events that give us the opportunity to provide transit education. This includes education about current campaigns, events, changes to our service, or basic transit information. If opportunities for education do not come naturally through the intent or course of the event, then UTA's attendance or sponsorship of the event will not be pursued.
3. Lastly, UTA will be willing to attend or sponsor events that cater to populations that have barriers to riding transit. This includes low-income populations, ADA communities, groups of people that speak English as a second language, students, and other populations that have difficulties that dissuade them from riding UTA's services. If there is no such population served through the event or opportunity, UTA will be less inclined to participate.

If your event does not fit within the criteria above, please consider directing your sponsorship requests to other organizations. If you feel that your event fits any or all of the above criteria, UTA will consider your request for sponsorship or attendance and evaluate our budgetary allowance in this regard.

Thank you for reaching out to us! We are grateful to be considered in your search for sponsorships and community involvement.