ITS CAROLINAS
ANNUAL MEETING

Sponsorship Opportunities



2027

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ANNUAL MEETING

Increase Your Visibility in the Transportation Community

The ITS Carolinas Annual Meeting brings together transportation professionals from across North and South Carolina for technical education, industry collaboration, and connection.

Sponsorship puts your organization in front of this engaged audience throughout the conference, with opportunities ranging from event-wide brand visibility to direct involvement in some of the Annual Meeting's most popular activities.

Find the sponsorship that fits your organization.

From exclusive event sponsorships to targeted opportunities, there are multiple ways to support the 2027 ITS Carolinas Annual Meeting and connect with the region's ITS/TSMO community.

To reserve a sponsorship or learn more, contact:

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itscarolinas.org

Sponsorship Opportunities

Cornhole Tournament
High visibility at one of the conference's most anticipated and attended events. You'll receive a 2-minute company spotlight, branding throughout the tournament, and exclusive branded swag opportunity

INVESTMENT **$5,500**
AVAILABLE **1**

Conference Lanyards
Have your logo worn by every attendee for 2.5 days along with visibility at conference registration.

INVESTMENT **$3,250**
AVAILABLE **1**

Lunch
Reach a captive audience during a highly-attended daily gathering with a 2-minute company spotlight, branding throughout the sponsored lunch, and ability to place branded swag on attendee tables.

INVESTMENT **$3,250**
AVAILABLE **4**

Monday Social
Connect with attendees in a relaxed setting for networking and conversation. You'll receive branding at the sponsored venue, dedicated networking presence, and a branded swag opportunity.

INVESTMENT **$3,250**
AVAILABLE **2**

Young Professionals
Support the next generation of ITS/TSMO professionals through dedicated networking and professional development activities. Featured branding during YP activities and professional headshot sponsorship recognition.

INVESTMENT **$1,000**
AVAILABLE **2**

Conference Breaks
Visibility between technical sessions as attendees gather, recharge, and connect. You'll receive branding during your sponsored break and a company introduction before the break.

INVESTMENT **$1,000**
AVAILABLE **4**

Technical Session Sponsorship
Put your company in front of attendees during the conference's technical programming with opportunity to introduce the session.

INVESTMENT **$750**
AVAILABLE **TBD**

Cornhole Board
Put your brand front and center at one of the conference's most popular events with a custom cornhole board featuring your company's logo. Plus, you get to keep the Cornhole boards after the conference.

INVESTMENT **$600**

BYOB Cornhole
Bring your own branded cornhole boards and showcase your company at this conference favorite.

INVESTMENT **$300**

Recognition Benefits

Select one or more sponsorship opportunities to create a custom sponsorship experience. Your total investment determines your level and conference-wide recognition benefits.

	DIAMOND	PLATINUM	GOLD	SILVER
Total investment	$5,000+	$4,000+	$3,000+	$1,000+
Recognition at sponsored event/activity	●	●	●	●
Sponsor signage / logo visibility at activity	●	●	●	●
Opportunity to provide branded swag	●	●	●	
Verbal sponsor recognition	●	●		●
Opportunity to address attendees	●	●		
Email blast recognition	All Blasts Large Logo	All Blasts Medium Logo	1/Month Small Logo	2 Total Small Logo
Social media recognition	All Posts Large Logo	All Posts Medium Logo	1/Month Small Logo	2 Total Small Logo
Annual Meeting Website Recognition	Large Logo	Medium Logo	Small Logo	Company Name

How It Works

1 **Select Your Opportunities**
Choose from the sponsorship opportunities.

2 **Combine Your Investment**
Add the investment amounts for each opportunity.

3 **Identify Recognition Level**
Your investment level determines your sponsorship level and conference-wide recognition benefits.

Example: Build Your Sponsorship

You can combine multiple opportunities to reach a higher sponsorship level.

Lunch Sponsorship	$3250
Technical Session Sponsorship	$750
Total Investment	**$4,000**

Qualifying Sponsorship Level: **PLATINUM**



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