

Shuttle Sponsorship Information

The Norfolk County Coastal Shuttle Team is tremendously excited to continue the “South Coast Shuttle Service”. For the last 3 years the service has connected Ontario’s South Coast by travelling through Port Dover, Vittoria, Normandale, Turkey Point, Port Rowan, Long Point and Simcoe. The service has experienced growth in both ridership and service levels throughout each of the 3 years of operation and plan to continue this trend in 2018. The continued success of this ground-breaking transportation service is dependent on the participation of local businesses by participation in this unique sponsorship program.

This year we are providing your business with 2 participation options in this important service, which will elevate your businesses profile in the market. The program is based on an annual commitment with no locked in term or commitment passed one year at a time.

Sponsor Contribution Levels

Sponsor - \$1,000 per year

- Designated Shuttle Stop location, (stop location will be determined in conjunction with Public Transportation Coordinator and is subject to route approval)
- Bus Stop Signage that highlights the sponsor
- Exterior Bus Signage including sponsor logo*
- Interior Bus Signage with inclusion on interior Route Maps*
- Promotional opportunities on the Shuttle
- Profile on Norfolk County Tourism print materials, website, social media
- \$500 worth of Shuttle Passes for promoting service
- Inclusion in the Discover Norfolk Guide

Partner - \$250 per year

- Listing on Interior Bus Sign*
- Mentions on Norfolk County Tourism social media
- \$125 worth of Shuttle Passes for promoting service
- Mention in the Discover Norfolk Guide

Sponsors and partners have an option of adding a business card sized add in the 2018 Fall/Winter InNorfolk Activity Guide for an additional \$100+HST (\$148 Value)

Sponsor Commitment Form must be **COMPLETED, SIGNED & RECEIVED** by Norfolk County Community Services Department before sponsorship will be approved. **Deadline is March 30, 2018.**

*Vehicles are also used in the Weekday Ride Norfolk Service. All Interior and Exterior advertising will remain on the vehicle 7 days per week, providing additional advertising exposure.

Sponsor Commitment Form

My company will participate in the South Coast Shuttle Service program

I have selected the following level to participate in:

Level	Fee	HST	Invoice Total	Check One
Sponsor	\$1,000 per year	\$130.00	\$1,130.00	
Partner	\$250 per year	\$32.50	\$282.50	

*Note: Sponsors must be active Norfolk County Marketing Partners. Please Call Ted Willey at 519-426-5870 x1300 to confirm status of your partnership.

I understand that my company will be invoiced for the sponsorship amount plus HST, by Norfolk County.

Company / Organization: (Used in Promotions)	
Name of Person (Please Print) authorizing spending:	
Signature:	
Email:	
Date:	Phone:

Note: Please Supply Logo in JPEG, GIF or PNG format.

Please send email updates regarding additional advertising opportunities through Norfolk County

Additional Business Card size Ad in the 2018 Fall/Winter InNorfolk Guide for additional \$100+HST (\$148 Value)

More info: <https://www.norfolktourism.ca/shuttle-bus>

Brad Smith, Ride Norfolk, 519-428-3178

Email brad.smith@norfolkcounty.ca

Clark Hoskin, Norfolk County Tourism, 519-426-5870 ext 1238

Email clark.hoskin@norfolkcounty.ca

Sign and scan/fax completed form: to brad.smith@norfolkcounty.ca or fax 519-426-0059 by March 30, 2018.

Personal information is collected under the authority of the Municipal Act, R.S.O. 1990, C.F. 31 and will be used for the purpose of sponsorship for the South Coast Shuttle program and collection of payment. Questions about the collection of this personal information should be directed to Records Management / F.O.I. Co-ordinator, (519)426-5870 x 1261