

TAP Into Transit Day

Sponsorship Packet



TRANSIT
ACCESS
PARTNERSHIP

TAP INTO TRANSIT



GRTC | **CONNECTING**
THE RICHMOND REGION



TRANSIT ACCESS PARTNERSHIP

GRTC's TAP Into Transit Day

July 8th, 2025

What is TAP:

The Transit Access Partnership (TAP) is a regional initiative led by GRTC to ensure long-term support for zero-fare public transportation in Central Virginia. Launched in 2023, TAP brings together public, private, and nonprofit partners around a shared mission: to expand access to opportunity by keeping transit free and equitable for all riders. Tax-deductible donations can be made through RideFinders, a 501(c)(3) division of GRTC. All contributions go directly toward supporting Zero Fare access to public transportation.

What is TAP Into Transit Day?

TAP into Transit Day will be held on July 8, 2025, and marks the official public launch of the TAP into Transit campaign—a regional fundraising and awareness initiative supporting GRTC's Zero Fare program. The event will celebrate the progress our region has made toward zero-fare transit, engage riders and community members and introduce GRTC's new articulated buses into service. It will also serve as a call to action, encouraging individuals and businesses to support the cause and help keep zero fare, zero fare.

We recognize our sponsors by featuring their names/logos on printed event collateral, channel cards, digital infotainment screens inside buses, event t-shirts, and other branded materials. This high-visibility exposure allows our partners to demonstrate their support for equitable transit while reaching thousands of riders and community members across the region.

SPONSORSHIP PACKAGES



CHAMPION SPONSOR – \$5,000+

- Prime logo placement on event program
- Prime logo placement on event T-shirts
- Prime logo placement on all event signage and marketing materials
- Table at Event
- Recognition in social media post
- Website logo included on GRTC's TAP webpage
- Channel Cards on Buses - 3 months
- Logo on Digital Infotainment on Buses - 3 months
- Downtown Transfer Station Shelter Ad Windscreen – 3 months



PARTNER SPONSOR – \$2,500

- Logo on event program
- Logo on event T-shirts
- Table at Event
- Logo on all event signage and marketing materials
- Recognition in social media post
- Website logo included on GRTC's TAP webpage
- Logo on Digital Infotainment on Buses – 3 months



SUPPORTER SPONSOR: \$1,000

- Small logo in the event program
- Table at Event
- Recognition in social media post
- Website logo included on GRTC's TAP webpage
- Logo on Digital Infotainment on Buses – 2 months



FRIEND SPONSOR – \$500

- Name listed (no logo) in the event program
- Website name listing under TAP sponsors
- Digital Infotainment on Buses – 1 month

For TAP and Sponsorship information reach out to:

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