

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 14th, 2026

WHAT IS TAP?

The **Transit Access Partnership (TAP)** is a regional initiative led by GRTC to ensure long-term support for **Open Access Transit** 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 open, simple, and accessible for everyone. **Open Access Transit** means everyone can ride—no fare, no barriers, no confusion. Tax-deductible donations can be made through **RideFinders**, a 501(c)(3) nonprofit affiliated with GRTC. All contributions go directly toward supporting open access to public transportation.

WHAT IS TAP INTO TRANSIT DAY?

TAP into Transit Day, held on July 14, 2026, engages riders and community members to celebrate the progress our region has made in **Open Access Transit**. This year we are excited to partner with the Richmond art community to display transit-related artworks. The event will also serve as a call to action, encouraging individuals and businesses to support the cause and help keep transit open access, with no fare required.

We recognize our sponsors by featuring their names and 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.



TRANSIT
ACCESS
PARTNERSHIP

SPONSORSHIP PACKAGES



CHAMPION SPONSOR – \$7,000+

Prime logo placement on event program

Prime logo placement on event T-shirts

- **Shirt inclusion deadline:** June 12

Prime logo placement on all event signage and marketing materials

Table at event

Individual social media video recognizing your support

Recognition in promotional social media posts and emails for the event

- **Social Audience:** 14.5K+ followers | Instagram, Facebook, and X
- **Email Audience:** 2.5K+ subscribers | GRTC Newsletter

Logo & link on GRTC's Community Partners webpage – **1 year**

Channel Cards on Buses – **3 months**

- **Total Estimated Impressions (3 Months):** 17,419,986 | Across GRTC Fixed routes (excluding Pulse BRT) with a combined monthly ridership of over 5.8 million, a 3-month interior channel card campaign is estimated to generate over 17.4 million impressions, offering extensive reach and repeated exposure throughout the transit system

Logo on Digital Infotainment on Buses – **3 months**

- **Total Estimated Impressions (3 Months):** 17,841,090 | Across all routes, including Pulse BRT, a 3-month digital infotainment campaign delivers over 17.8 million impressions, with screens running 19 hours daily and ads looping every 5-10 seconds for consistent, high-frequency exposure

Downtown Transfer Station Shelter Ad Windscreen – **3 months**

- **Total Estimated Impressions (3 Months):** 1,425,063 | With 16 routes served at the Downtown Transfer Station and a combined monthly ridership of approximately 475,000, a 3-month campaign is estimated to generate over 1.4 million impressions, delivering strong, consistent exposure to transit riders and pedestrians



PARTNER SPONSOR – \$3,500

Logo on event program

Logo on event T-shirts

- **Shirt inclusion deadline:** June 12

Table at Event

Logo on all event signage and marketing materials

PARTNER SPONSOR (CONTINUED)

Recognition in promotional social media posts and emails for the event

- **Social Audience:** 14.5K+ followers | Instagram, Facebook, and X
- **Email Audience:** 2.5K+ subscribers | GRTC Newsletter

Logo & link on GRTC's Community Partners webpage – **1 year**

Logo on Digital Infotainment on Buses – **3 months**

- **Total Estimated Impressions (3 Months):** 17,841,090 | Across all routes, including Pulse BRT, a 3-month digital infotainment campaign delivers over 17.8 million impressions, with screens running 19 hours daily and ads looping every 5-10 seconds for consistent, high-frequency exposure



SUPPORTER SPONSOR: \$1,500

Small logo in the event program

Table at Event

Recognition in promotional social media posts and emails for the event

- **Social Audience:** 14.5K+ followers | Instagram, Facebook, and X
- **Email Audience:** 2.5K+ subscribers | GRTC Newsletter

Logo & link on GRTC's Community Partners webpage – **1 year**

Logo on Digital Infotainment on Buses – **2 months**

- **Total Estimated Impressions (2 Months):** 11,894,060 | Across all routes, including Pulse BRT, a 2-month digital infotainment campaign delivers over 11.8 million impressions, with screens running 19 hours daily and ads looping every 5–10 seconds for high-frequency exposure



FRIEND SPONSOR – \$750

Name listed (no logo) in the event program

Logo & link on GRTC's Community Partners webpage – **1 year**

Digital Infotainment on Buses – **1 month**

- **Total Estimated Impressions (1 Month):** 5,947,030 | Across all routes, including Pulse BRT, a 1-month digital infotainment campaign delivers over 5.9 million impressions, with screens running 19 hours daily and ads looping every 5–10 seconds for high-frequency exposure

For TAP and Sponsorship information reach out to **May Barbosa**, *Community & Corporate Relations Manager at RideFinders*: tap@ridefinders.com