

# Roam



## Looking for a way to show over three million people how much you care about the environment?

The Town of Banff has a sponsorship program that provides a unique opportunity to raise your profile within Canada's premier national park community.

- Each year the Town of Banff hosts over three million visitors from Asia, Europe, the United States and Canada.
- Since we launched Roam, our ridership has nearly doubled.
- Every year more than 500,000 people are roaming via Banff's public transit experience.

You can now advertise in the Banff market for as little as \$50 a month.

11 x 35 interior panel. Minimum contract length is 12 weeks.



TOWN OF  
*Banff*

# Getting your message out there.



## A great way to get your message out in Banff

Our highly visible Roam hybrid buses provide the only form of outdoor advertising in town and are a great way to reach our locals as well as over 3 million national and international guests who visit each year. The buses offer the chance to align your company's brand with a great environmentally friendly initiative.

## A little bit about Roam

Roam is an initiative of the Town of Banff and aims to reduce our carbon footprint by offering an alternative to driving a car around Banff. The hybrid electric buses reduce emissions by up to 90 per cent compared with conventional combustion engines, whilst providing riders with a quiet and smooth ride.

Since its inception in June of 2008 ridership on Roam has increased by over 40 per cent and we expect this upward trend to continue as we increase awareness of this great transit alternative.

## Exploring Banff the environmental way

Our transit system explores our town from the Banff Upper Hot Springs to Downtown and all the way up to Tunnel Mountain Campgrounds. There are many convenient stops located around town, with nine stops having a digital LED screen that displays the time when the next bus will arrive, this encourages people to hop on if they hadn't thought to initially. Another asset of Roam is its frequency. Buses run through the downtown core along Banff Avenue every 20 minutes, this means we can maximize our sponsor's exposure.

## Sponsorship.

Your sponsorship package will include:

- Your logo on each side and the back of a bus.
- Two interior panels that will display your logo and environmental or advertising message.
- Your logo placed on the back of the promotional transit brochure. 60,000 brochures are distributed to over 60 businesses, hotels and the Information Centre.
- A presence in other promotional materials that are produced to promote the system in the future.
- Listing on our website with a brief description of your business.

The cost of sponsoring one of the four Town of Banff Roam buses is \$1,500 a month (minimum of a year sponsorship). The production cost of the interior panels and the exterior logos is covered by the Town of Banff.

If you are really looking to maximize your exposure we also have interior Michelangelo and Sistine displays available for purchase.

The Roam system won the ALTO Alberta Tourism Award, which has garnered national coverage for the transit system and for our sponsors.

# Sponsorship exterior exposure

## Full Exterior Exposure

The Town of Banff's hybrid buses are wrapped with larger than life wildlife scenes featuring grizzlies, elk, mountain goat and wolves in an effort to position our transit experience as a must-do attraction in Banff. Exterior bus wraps are available for sponsorship. Sponsoring company names will appear on the bus exterior in three positions (see illustration). In addition, exterior sponsors will receive an interior Transit Card profiling your commitment to Roam.





# Sponsorship interior exposure samples

**Educational Transit Card to go on each bus:**



**A sample Interior Sponsorship Card that includes your company name and logo accompanied by the following copy:**



Sponsor profiles are seen by over 500,000 transit riders.



# Interior advertising

## Interior Transit Cards

We will be using interior transit cards to tell the stories of Banff. These cards are available for sponsorship. As a sponsor, your company name and logo will appear on each interior card you sponsor, along with this message: "This Banff story, brought to you by [your name here]."

### Single:

Located in frames above the windows on the interior of the buses, these 11" h x 35" w panels are printed on vinyl then laminated on polystyrene for increased durability. Allow for a 3/4" frame when designing copy. Visual opening is 9-1/2" h x 33-1/2" w.

### Double:

The length of two interior transit cards, panels are 11" h x 70" w. Allow for a 3/4" frame when designing copy. Visual opening is 9-1/2" h x 68-1/2" w.

## Michelangelos and Sistines

Placed on the ceiling of the bus, Michelangelos are 2' h x 3' w and Sistines are 8' h x 3' w. These ads are full colour and are printed on vinyl then laminated for extra durability. These are to be oriented so the information is a portrait layout, which is easy for riders to see and read.



# Roam advertising rate card

Product	Number of faces available 2 Winter Routes (Oct. 1 to April 30)	Number of Faces available 3 Summer Routes (May 1 to Sept. 30)	Monthly Rate
Interior Transit Cards (not backlit) Standard: 11" h x 5" w – 1 per bus Double: 11" h x 7" w – 5 per bus (can be produced as two Standards)	26 12	39 18	\$50 \$95
Interior Michelangelo Display Standard: 2'h x 3'w – 1 to 4 per bus	8	12	\$140
Interior Sistine Display 8'h x 3'w – 1 per bus	2	3	\$375
Exterior Sponsorship Full exterior of bus one year agreement Full exterior of bus six month agreement	4 4	4 4	\$1,500 \$1,750

Rates are NET, per face, per four weeks and are subject to change without notice.

The minimum contract length for Exterior Sponsorship is one year. The minimum contract length for First Right of Refusal for all products is 52 weeks.