



2026 Event & Sponsorship Opportunities



The Michigan Public Transit Association (MPTA) invites you to partner with us in supporting our mission of advancing public transportation in our state.

The MPTA was established in 1974 and currently represents over 80 transit providers, including both public transit agencies and specialized service companies utilizing a variety of vehicles, including bus, van, and ferry service. The MPTA advocates with the Michigan Legislature, the Michigan Department of Transportation and other state executive agencies, and the federal government.

The MPTA partners with the Michigan Department of Transportation (MDOT) to host a series of training programs providing tailored education for all transit providers in the state. We encourage you to consider opportunities to showcase your brand, network and connect with transit leaders, and support local transit agencies in their work.

MPTA Business Membership is available to vendors and suppliers to the transit industry and allows members to receive all communications, be included in the member directory, receive discounted conference rates, and participate in all events – including board and committee meetings.

Business Membership is currently just \$250 for the year ending September 30, and new membership applications must be approved by the MPTA Board of Directors. *Note: membership dues must be paid up to receive discounted rates.*

[Please click here for an MPTA membership application.](#)

Annual Sponsorship Package Options

Unlock unparalleled access to Michigan's public transit community by choosing an annual sponsorship package! Our bundled options make it easy to maximize your brand's visibility and impact, providing exclusive opportunities to engage with decision-makers and industry leaders at every major event throughout the year—including the Legislative Day at the Capitol, Rural Transit Managers Workshop, Transit Vehicle Maintenance Seminar, and the Michigan Public Transportation Conference.

Whether you're looking to showcase your products, sponsor key networking events, or put your brand in every attendee's hands, these packages offer streamlined, high-value exposure and meaningful connections with the people shaping the future of transit in Michigan—all year long.

Interested in a custom sponsorship activation? Contact us to discuss unique opportunities to showcase your brand.

- Program Sponsor Package - \$4,000 - 1 available**

Includes:

- Transit Legislative Day at the Capitol (program sponsor – materials and remarks)
- Rural Transit Managers Workshop (breakfast sponsor – materials and remarks)
- Transit Vehicle Maintenance Seminar (program sponsor – materials and remarks)
- Michigan Public Transportation Conference (Ruby sponsor – vendor booth and materials)

- Name Badge Sponsor Package - \$2,400 - 1 available**

- Includes custom name/logo on attendee name badges for Rural Transit Managers Workshop, Transit Vehicle Maintenance Seminar, and Michigan Public Transportation Conference

- Both Vendor Shows Package - \$1,150 for members, \$1,450 for nonmembers**

- Includes vendor tables for both Transit Vehicle Maintenance Seminar and Michigan Public Transportation Conference; vehicle displays additional

- Reception Sponsor Package - \$1,800 - 1 available**

- Includes sponsorship of evening receptions at Rural Transit Managers Workshop, Transit Vehicle Maintenance Seminar, and Michigan Public Transportation Conference

- Meal Sponsor Package - \$1,600 - 2 available**

- Includes recognition on all communications and materials on meal tables (TBD) at Transit Legislative Day at the Capitol, Rural Transit Managers Workshop, Transit Vehicle Maintenance Seminar, and Michigan Public Transportation Conference

- Attendee Gift Sponsor Package - \$700 - 2 available**

- Includes recognition on all communications and distribution of sponsor's promotional item to all attendees at Rural Transit Managers Workshop, Transit Vehicle Maintenance Seminar, and Michigan Public Transportation Conference

- Photo Calendar Sponsor - \$1,200 Exclusive Sponsor option or \$600 Dual Sponsor option**

- The MPTA plans to produce another Michigan transit photo calendar next year featuring photos submitted from transit providers across our state. Sponsorship helps underwrite our costs in printing and distributing calendars given to our board, featured agencies, MDOT partners, and other transit providers. Sponsor logos are placed on the front cover, each month's pages, and on the rear cover with contact info.

Transit Legislative Day at the Capitol

March 12, 2026

- The Transit Legislative Day at the Capitol brings together leaders from local public transit agencies and other partners to advocate for state policies and funding that support increased transit services and access. The program features refresher training on legislative advocacy, a legislative breakfast, updates from key policymakers, and time for meetings with legislators.
- Attendees typically include 50+ directors and managers from Michigan transit providers, as well as local transit board members. This year, we plan to partner with other allied groups representing riders, labor, environmental, seniors, and disability advocates.
- **Legislative Day Individual Registration:** \$100 for individuals, \$75 early discounted rate before February 13



Sponsorship opportunities:

- **Legislative Day Program Sponsor - \$750 – 1 available**
 - Includes one registration, recognition on all communications and brief introduction at morning program
- **Legislative Day Breakfast - \$300 – 1 available**
 - Includes recognition on all communications and materials on breakfast tables

Rural Transit Managers Workshop (RTMW)

April 14-15, 2026

- The Rural Transit Managers Workshop (RTMW) is a two-day program providing essential training tailored to rural transit managers and specialized service providers. The workshop includes refresher training on essential topics, timely updates of concern, roundtable discussions, and many opportunities for engaging with Michigan Department of Transportation (MDOT) staff.
- Attendees typically include nearly 100 directors and managers from 50+ Michigan transit providers, as well as 20+ MDOT staff.
- The agenda allows for regular meals, refreshment breaks, and an evening networking reception.
- MPTA also utilizes the highly interactive Whova conference app for attendee engagement.
- **RTMW Individual Registration:** \$200 for individuals, \$175 early discounted rate before March 14

Sponsorship opportunities:

- **RTMW Attendee badge sponsor - \$600 – 1 available**
 - Includes custom name/logo on attendee name badges
- **RTMW Attendee gift sponsor - \$250 – 2 available**
 - Includes recognition on all communications and distribution of sponsor's promotional item to all attendees
- **RTMW Breakfast - \$300 – 2 available**
 - Includes recognition on all communications, materials on breakfast tables, and brief remarks at breakfast
- **RTMW Lunch – \$300 – 2 available**
 - Includes recognition on all communications, materials on lunch tables, and brief remarks at lunch
- **RTMW Breaks - \$500 – 1 available**
 - Includes recognition on all communications, verbal recognition, and materials at break stations
- **RTMW Evening Networking Reception - \$750 – 1 available**
 - Includes recognition on all communications & materials at evening networking reception for all attendees
- **RTMW Hosted Group Dinner – 1 available**
 - Host a group dinner for pre-registered individual attendees at a nearby restaurant

Transit Vehicle Maintenance Seminar (TVMS)

June 23-25, 2026

- The Transit Vehicle Maintenance Seminar (TVMS) is a unique three-day program featuring intensive, hands-on training in important maintenance topics. Multiple concurrent sessions are developed with input from maintenance directors and allow attendees to maximize training relevance.
- This program has long been held at the beautiful Ralph A. MacMullan Conference Center on the shores of Higgins Lake, providing exceptional opportunities for attendee interaction.
- Attendees typically include more than 90 maintenance technicians and supervisors from 25+ Michigan transit providers, more than 20 equipment trainers, and 10+ MDOT staff.
- The agenda allows for regular meals, refreshment breaks, and an evening networking reception. There is also an outdoor vendor show for transit vehicles and equipment, and opportunities for prize giveaways.
- MPTA also utilizes the highly interactive Whova conference app for attendee engagement.



- **TVMS Individual Registration:** \$240 for individuals, \$215 early discounted rate before May 22
- **TVMS Vendor Show: \$500 for members, \$600 for nonmembers (\$75 early discount before May 22)**
 - Includes one 8-foot table and electricity; lunch and dinner for two people, and recognition on all communications. Vendors are also encouraged to provide a prize for the vendor show raffle.
 - **Vehicle display add-on:** vendor rate plus **\$150 per vehicle**
 - *Note: membership dues must be paid up to receive discounted rates.*

Sponsorship opportunities:

- **TVMS Program sponsor - \$800 – 1 available**
 - Includes one conference registration, recognition on all communications and brief remarks at morning program
- **TVMS Attendee badge sponsor - \$700 – 1 available**
 - Includes custom name/logo on attendee name badges
- **TVMS Attendee gift sponsor - \$200 – 2 available**
 - Includes recognition on all communications and distribution of sponsor's promotional items to all attendees
- **TVMS Breakfast – \$350 – 2 available**
 - Includes recognition on all communications and materials on breakfast tables
- **TVMS Lunch – \$350 – 2 available**
 - Includes recognition on all communications and materials on lunch tables
- **TVMS Dinner – \$350 – 2 available**
 - Includes recognition on all communications and materials on dinner tables
- **TVMS Reception - \$350 – 2 available**
 - Includes recognition on all communications and materials at reception

Note: Attendee lists will be provided for vendors and/or sponsors at the \$500 level or above.

Michigan Public Transportation Conference

August 17-19, 2026

- The Michigan Public Transportation Conference is a three-day program that brings together top leaders from Michigan transit agencies, specialized service providers, MDOT, and business partners to discuss key issues.
- The program includes a pre-conference golf outing and networking reception, keynote remarks, numerous general and breakout sessions, and numerous meals and refreshment breaks.
- A large vendor show typically features more than 60 booths, as well as transit vehicles and equipment displays and opportunities for prize giveaways.



- The beautiful northern Michigan host venue, Crystal Mountain Resort, provides a variety of lodging options, many recreation activities, and unparalleled opportunities for on-property attendee interaction.
- Attendees typically include more than 165 transit leaders from 70+ providers, as well as 30+ MDOT and FTA leaders and 70+ vendors.
- MPTA also utilizes the highly interactive Whova conference app for attendee engagement.

- **Conference Individual Registration:** \$325 for individuals, \$300 early discounted rate before July 17
- **Monday Golf Outing: \$145 per person, \$120 early discounted rate** before July 17
 - Includes 18 holes of golf with cart at beautiful Crystal Mountain course, breakfast, lunch, two drink tickets, and multiple prize opportunities
- **Tuesday Vendor Show - \$800 for members; \$1,000 for nonmembers (\$75 early discount before July 17)**
 - Includes 8-foot vendor booth with signage, electricity, one conference registration and all meals
 - **\$250 for additional conference registrations;** no charge for additional vendor show support.
 - **Vehicle display add-on:** vendor rate plus **\$300 per vehicle**
 - Vendors are also encouraged to provide a prize for the vendor show raffle and one bottle of alcohol (sponsor-tagged) for the attendee ring-toss game
 - *Note: membership dues must be paid up to receive discounted rates.*

Golf Sponsorship opportunities:

- **Golf Gold Sponsor - \$1,000 – 1 available**
 - Includes two golf registrations, recognition on all communications, and brief remarks
- **Golf Contest Hole Sponsor – \$500 – 5 available**
 - Men's/Women's Closest to Hole and Longest Drive, and Putt for Dough
 - Includes recognition on all communications and presentation of awards



Conference Sponsorship opportunities continued:

- **Conference Diamond - \$4,500 - 1 available**
 - Includes vendor booth, three conference registrations, recognition on all communications, brief remarks at welcome, and inclusion of materials in welcome bag
- **Conference Ruby - \$2,400 - 3 available**
 - Includes vendor booth, two conference registrations, recognition on all communications, and inclusion of materials in welcome bag
- **Conference Emerald - \$1,400 - 8 available**
 - Includes vendor booth, one conference registration, and recognition on all communications
- **Conference Attendee badge sponsor - \$1,200 - 1 available**
 - Includes custom name/logo on attendee name badges
- **Conference Attendee gift sponsor - \$300 - 2 available**
 - Includes recognition on all communications and distribution of sponsor's promotional item to all attendees
- **Conference Attendee ring toss game (NEW)**
 - Bring one bottle of alcohol (sponsor-tagged) for ring toss game; attendees/vendors can purchase wristbands to toss to try and win the prizes!
- **Conference Breakfast sponsor - \$500 - 2 available**
 - Includes recognition on all communications and materials on breakfast tables
- **Conference Lunch sponsor - \$700 - 2 available**
 - Includes recognition on all communications, materials on lunch tables, and brief remarks at lunch
- **Conference Dinner sponsor - \$850 - 1 available**
 - Includes recognition on all communications, materials on dinner tables, and brief remarks at dinner
- **Conference Breaks sponsor - \$850 - 1 available**
 - Includes recognition on all communications, verbal recognition, and materials at break stations
- **Crystal Coaster activity - \$1,200 - 1 available**
 - Includes recognition on all communications, verbal recognition, and signage at event
- **Ice Cream Bar sponsor - \$800 - 1 available**
 - Includes recognition on all communications, verbal recognition, and signage at station
- **Evening Social Reception - \$800 - 6 co-hosts available**
 - Includes recognition on all communications and verbal recognition



Note: Attendee lists will be provided for vendors and/or sponsors at the \$800 level or above.