



2025 Event and 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 70 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 Associate 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 membership registration rates, and participate in all events – including board and committee meetings.

Associate Membership is currently just \$100 for the year, and membership applications must be approved by the MPTA Board of Directors.

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

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Revised 1.28.25

Public Transit Legislative Day at the Capitol

March 12, 2025

- The Public 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 individual or group 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.
- Sponsorship opportunities include program and breakfast sponsorships.
- **Registration:** \$125 for individuals, \$100 early discounted rate



Sponsorship opportunities:

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

Rural Transit Managers Workshop (RTMW)

April 15-16, 2025

- 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. The sessions and speakers will be confirmed and announced soon!
- Sponsorship opportunities include conference & session sponsors, meal & break sponsors, & more.
- This workshop is eligible for reimbursement through the Rural Transit Assistance Program (RTAP) agency funds, and registration is on an individual basis.
- **Registration:** \$170 for individuals, \$145 early discounted rate

Sponsorship opportunities:

- **Lanyard - \$500 – 1 available** - includes custom name/logo on attendee lanyards (*Please ask us about sponsoring lanyards for all 2025 events*)
- **Attendee gift sponsor - \$250 – 2 available** – Includes recognition on all communications and distribution of sponsor's promotional item to all attendees
- **Breakfast - \$500 – 1 available** - includes recognition on all communications, materials on breakfast tables, and brief remarks at breakfast
- **Lunch – \$500 – 2 available** – includes recognition on all communications, materials on lunch tables, and brief remarks at lunch
- **Breaks - \$500 – 1 available** - includes recognition on all communications, verbal recognition, and materials at break stations
- **Reception - \$750 – 1 available** – includes recognition on all communications & materials at reception

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Transit Vehicle Maintenance Seminar (TVMS)

June 24-26, 2025

- 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 75 maintenance technicians and supervisors from 25+ Michigan transit providers, more than 15 equipment trainers, and 10+ MDOT staff.
- The agenda allows for regular meals, refreshment breaks, and an evening networking reception. There is also a vendor show for transit vehicles and equipment, and opportunities for prize giveaways.



- This workshop is eligible for reimbursement through the Rural Transit Assistance Program (RTAP) agency funds, and registration is on an individual basis.
- **Registration:** \$240 for individuals, \$215 early discounted rate
- **Vendor opportunities:** \$350 per display – includes one 8-foot table *or* space to display one bus; lunch for two people, and recognition on all communications
Vendors are also encouraged to provide a prize for the vendor show raffle.

Sponsorship opportunities:

- **Program sponsor - \$800 – 1 available** - includes one conference registration, recognition on all communications and brief remarks at morning program
- **Lanyard - \$500 – 1 available** - includes custom name/logo on attendee lanyards (*Please ask us about sponsoring lanyards for all 2025 events*)
- **Attendee gift sponsor - \$200 – 2 available** - Includes recognition on all communications and distribution of sponsor's promotional items to all attendees
- **Lunch – \$350 – 2 available** – includes recognition on all communications, materials on lunch tables, and brief remarks at lunch
- **Dinner – \$350 – 2 available** – includes recognition on all communications, materials on dinner tables, and brief remarks at dinner
- **Breakfast – \$350 – 2 available** – includes recognition on all communications, materials on breakfast tables, and brief remarks at breakfast

Michigan Public Transportation Conference

August 18-20, 2025

- 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 50 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 150 transit leaders from 70+ providers, as well as 30+ MDOT and FTA leaders and 70+ vendors.
- Sponsorship opportunities include golf hole and contest sponsors, conference and session sponsors, activity sponsors, and giveaways at the vendor show and at other times.
- This workshop is eligible for reimbursement through the Rural Transit Assistance Program (RTAP) agency funds, and registration is on an individual basis.

- **Registration:** \$285 for individuals, \$260 early discounted rate
- **Golf outing:** \$100 per person – includes 18 holes of golf with cart on the beautiful Mountain Ridge course, breakfast, lunch, on-course beverage, and multiple prize opportunities
- **Vendor opportunities - \$550 for members, \$750 for nonmembers** – includes 8-foot vendor booth with signage, one conference registration and all meals (*\$200 for additional conference registrations; no charge for additional vendor show support*).

Vendors are also encouraged to provide a prize for the vendor show raffle and one bottle of alcohol (sponsor-tagged) for attendee ring-toss game

Sponsorship opportunities:

- **Golf Gold Sponsor - \$1,000 – 1 available** – includes one golf registration, 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



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- **Conference Diamond - \$4,000 – 1 available** - includes vendor booth, three conference registrations, recognition on all communications, and brief remarks at welcome
- **Conference Ruby - \$2,000 – 2 available** - includes vendor booth, two conference registrations, and recognition on all communications
- **Conference Emerald - \$1,200 – 6 available** - includes vendor booth, one conference registration, and recognition on all communications

- **Lanyard - \$1,000 – 1 available** - includes custom name/logo on attendee lanyards (*Please ask us about sponsoring lanyards for all 2025 events*)
- **Attendee gift sponsor - \$250 – 2 available** – Includes recognition on all communications and distribution of sponsor’s promotional item to all attendees
- **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!



- **Breakfast – \$400 – 2 available** – includes recognition on all communications and materials on breakfast tables
- **Lunch – \$600 – 2 available** – includes recognition on all communications, materials on lunch tables, and brief remarks at lunch
- **Dinner – \$750 – 1 available** – includes recognition on all communications, materials on dinner tables, and brief remarks at dinner
- **Breaks - \$750 – 1 available** - includes recognition on all communications, verbal recognition, and materials at break stations



- **Crystal Coaster activity - \$1,000 – 1 available** – includes recognition on all communications and verbal recognition
- **Evening Social Reception (NEW) – \$800 – 6 available** – co-hosting includes recognition on all communications and verbal recognition