



**Reach Fleet Managers
NOW!**

**AltWheels Fleet Day
Monday, October 5, 2020
Four Points By Sheraton - Norwood, MA**

AltWheels Fleet Day, the largest meeting of corporate and municipal Fleet Managers on the East Coast, consists of panels, exhibits, and vehicles offering a showcase of alternative transportation solutions.



Sponsorship of AltWheels is a great way to reach corporate and municipal Fleet Managers from all around New England.

WHY SPONSOR:

Sponsorship of AltWheels is a great way to reach corporate and municipal Fleet Managers from all around New England. Past Fleet Days have featured over 200 participants including Fleet Managers from leading companies such as: Biogen IDEC, Boston Duck Tours, Bose, Coca-Cola, Fidelity, Eversource Energy, EMC, Federal Express, Fleet Liberty, Fleet Electrical, Gillette, Green Mountain Power, GTECH, IKEA, Invensys, Johnson & Johnson, Juice Bar, Liberty Utilities, Millennium Pharmaceuticals, Millipore, Otis, Staples, Stop and Shop, Textron, Tyco, WB Mason, Wright Express, among others.

Fleet Day participants also include Fleet Managers from more than 30 cities and towns in Connecticut, Massachusetts, New Hampshire, New York, Maine, Vermont, and Rhode Island. Additionally, many state agencies from across the New England region, such as MassDOT, attend AltWheels each year. Last year, The Port Authority of NY and NJ, The NYC Department of Transportation, and the NYC Department of City Administration all played major roles in Fleet Day.

Fleet Day, winner of an EPA Region I award, also attracts Fleet Managers from colleges/universities and hospitals. Recent attendees from institutions include Harvard University, Merrimack College, MIT, the University of Massachusetts - Amherst, and the University of New Hampshire. Come join us and deliver your message to many of New England's top Fleet Managers.

SPONSORSHIP BENEFITS:

All sponsorship levels offer marketing and vendor exhibit benefits at Fleet Day. Sponsors are included in the general AltWheels marketing campaign which targets Fleet Managers across the Northeast.

AltWheels sponsorship can include the opportunity to provide vehicles for ride and drives and featured placement in the event publication as well as booth space to showcase your products and services to Fleet Managers in attendance. Higher level sponsorships include an opportunity for a speaking role at AltWheels Fleet Day. Not only do you reach attendees of the event, but videos of the presentations, as well as speaker powerpoints, remain available on our website following the event. Past videos are archived and still available.



For questions, please contact: Meg Rivett
Classic Communications, 508-698-6810 x10, meg@classic-communications.com or visit
www.altwheels.org



Hear what AltWheels sponsors and attendees have to say!

I attended AltWheels for the first time in 2017 not only as a speaker and moderator but as a fleet manager with great interest in alternative fuels and technology. Not only can one gain great insight into the progress in the alt fuel area, but attendees can also learn about new technologies for the future. Attendees can also meet with experts in the field as well as providers of different technologies and see first-hand how these technologies work in different types of vehicles. Networking with peers is valuable as fleets move towards alternative fuels and this event provides the best opportunity for New England fleets to network and discuss these technologies. I hope to continue attending not only in 2018 but in years beyond.

Ronald Gitelman, Fleet Administrator
Yale University

I have been attending, participating, speaking, and displaying alternative fueled vehicles since the inception of AltWheels. It is the premier event in the Northeast for new fleet technologies; and a remarkable way to see what's new all in one location. Vehicles, fuels, current and future transportation resources all come together with a variety of topics. As a vendor, AltWheels is always at the top of our list!

Barry Carr, Regional Manager

"I have attended AltWheels since its inception. Each year I have gained valuable knowledge as to what is going on in the alt fuels industry. Networking is always an important factor in any type of meeting that you attend. At AltWheels there are so many opportunities to meet people from various alt fuel industries - the cost is far outweighed by the contacts and information that you can gather all in one place!"

Fred Davies, Director - Fleet & Facilities
Town of Framingham

Stephen R. Connors Visionary Award

Established in 2017, The Stephen R. Connors Visionary Award is presented annually to recognize individuals for "Leadership in helping make changes in the environmental sector that positively impact the world."

2019 Stephen Russell
2018 Cathy Morrissey
2017 Steve Connors and Alison Sander





AltWheels Sponsor Benefit

	Premier: \$5,000	Gold: \$3,000	Silver: \$2,000	Bronze: \$1,250	Green: \$750	Web: \$500
Fleet Day Admissions	8	6	6	6	4	
Free Indoor Exhibit Space at Fleet Day	Preferred Placement	Preferred Placement	√	√	√	
Option to Provide Vehicles for Ride and Drives <u>OR</u> Static Display	4	2	1	1		
Option to Participate on Panel or Breakout Session	1	1				
Banner ad on Website	√	√				√
Banners on site at Fleet Day	4	2	1			
Ad in Program	Full Page	1/2 Page	1/4 Page			
Logo on Program Cover	√	√				
Sponsor Welcome Letter in Program	√					
Inclusion in Print Advertising	√					
Sponsor Visibility in Promotional Materials	√	√				
Public Recognition at Event	√	√	√			
Inclusion in Press Releases and Publicity	√	√	√	√		
Link on AltWheels Website	√	√	√	√	√	√



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AltWheels Sponsorship Contract

Company Name: _____

Contact Person & Title: _____

Address: _____

City: State: Zip: _____

Phone: _____

E-mail: _____

CORPORATE SPONSORSHIP LEVEL (Please check one):

- ☐ **Premier Sponsor: \$5,000**
- ☐ **Gold Sponsor: \$3,000**
- ☐ **Silver Sponsor: \$2,000**
- ☐ **Bronze Sponsor: \$1,250**
- ☐ **Green Sponsor: \$750**
- ☐ **Web Sponsor: \$500**

Please make checks payable to AltWheels and mail to:

AltWheels
c/o Classic Communications
38 Mechanic Street, Suite 101
Foxboro, MA 02035