

# AvCo PROJECT SPONSORSHIP OPPORTUNITY

Do you want your organization to be a part of a project that will truly make an impact on the transportation industry?

## PROJECT IMPACT

AvCo will be the first project to introduce a fleet of autonomous shuttles into transit service, while also providing an AV Readiness educational platform for public agencies globally. In addition to receiving significant local attention in Golden and Colorado, this project is expected to have national and international exposure.

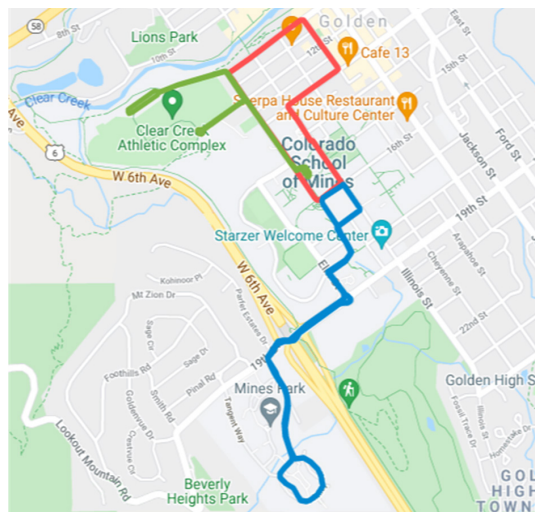
## PROJECT DETAILS

Nine EasyMile autonomous, electric shuttles will operate on three routes to create a new transit service providing a missing connection between off-campus student housing, the Colorado School of Mines (CSM) campus and the City's downtown to enable greater accessibility and economic activity. The service will be operated by CSM students and integrated into RTD's website and trip planner.

**Duration:** Aug 1, 2021 - July 31, 2022  
**Operating hours:** 7:30 - 4:30, M-F

## PROJECT SPONSORSHIP OPPORTUNITY

AvCo will create an ecosystem of partners; our sponsors will be at its center. Sponsorship opportunities are customizable based on the interests of the sponsor.



Participation Level	Description	Price
<b>Naming</b> <i>Brand the project, route(s) and/or station(s)</i>	<b>Stations</b> • Name station(s) in line with company branding/language	\$20,000*
	<b>Routes</b> • Sponsor route(s) in line with company branding/language	\$50,000*
	<b>Project</b> • Exclusive branding of project name that will be used in media mentions and all promotions	\$250,000
<b>Shuttles</b> <i>Visual representation inside or outside of vehicle(s)</i>	<b>Inside</b> • Design a slide for internal digital signage that rotates with route information • Visible to all vehicle riders including students, residents and visitors	\$10,000*
	<b>Outside</b> • Design the full shuttle wrap with your branding including naming the vehicle • Visible to students, residents and visitors throughout Golden; prominent in project photos, videos	\$150,000*
<b>Marketing</b> <i>Digital promotion</i>	• Logo displayed on project website with link to company website • Company mention/tag in at least one social media post about the project	\$10,000

per unit\*

### Interested in learning more?

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