

2019 Sponsorship Opportunities



COMMUTE
ONTARIO

Sustainable Solutions for a Healthier Ontario



TRANSPORTATION IS A LEADING CONTRIBUTOR OF HARMFUL GREENHOUSE GAS (GHG) EMISSIONS IN ONTARIO.

COMMUTE ONTARIO
commuteontario.ca

Commute is not *synonymous with* driving

Get Active • Be Productive • Save Money

commuteontario.ca

**HELP COMMUTE ONTARIO MAKE AN IMPACT ON THE WAY ONTARIANS COMMUTE.
TOGETHER, LET'S FIGHT CLIMATE CHANGE.**



Our Journey

Leading Ontario towards more active, healthier and greener transportation alternatives...

I've had the pleasure of being the Executive Director of SustainMobility, a non-profit social enterprise, for the past 13-years. We've had a lot of success in delivering Transportation Demand Management (TDM) programs, particularly within the Greater Toronto and Hamilton Area. Simply put, our programs have been shown to effectively encourage the uptake of active and sustainable modes of transportation over drive alone car trips.

As an organization, we've also recognized that big cities are not the only places feeling the burdens associated with daily commuting. After hearing feedback from across the province we began to look at ways we could expand our proven programming to make it available to workplaces, post-secondary institutions and municipalities Ontario-wide.

In 2018, SustainMobility received a generous three-year "Grow" grant from the Ontario Trillium Foundation which enabled us to make our vision a reality.

Commute Ontario has already made a province-wide impact. Our efforts to reach new audiences has resulted in twelve municipalities and more than 50 unique workplaces and post-secondary institutions signing up for our program.

Transportation is a leading contributor of harmful greenhouse gas emissions (GHGs) in Ontario. Climate change is a huge challenge facing us all and we live in a time when it's crucial that individuals and organizations do what they can to off-set their carbon footprint.

Here's some good news: Commute Ontario has set a three-year goal of reducing 4-million kilograms of GHGs as well as 20-million kilometres of vehicle travel province-wide by bringing about long-term commuting behavioural change. But in order to meet this goal, we need your help.

SustainMobility is actively seeking sponsors and partners so that we can continue to make Commute Ontario available and accessible across Ontario.

Is your organization interested in being a part of something that will bring about a province-wide impact to reduce greenhouse gas emissions, improve air quality, inspire daily physical activity and ease traffic congestion? We'd love to hear from you!

Thank you for your consideration.

Sincerely,
Glenn Gumulka, Executive Director
SustainMobility





About Us



SustainMobility

[SustainMobility](#) is a non-profit social enterprise. We work with leading communities and organizations to deliver transformative programming that inspires residents, employees and students to live more active and healthy life-styles. Our goal is to encourage behaviour change that reduces society's transportation footprint, inspires daily physical activity, improves air quality, reduces greenhouse gas emissions, and eases traffic congestion.

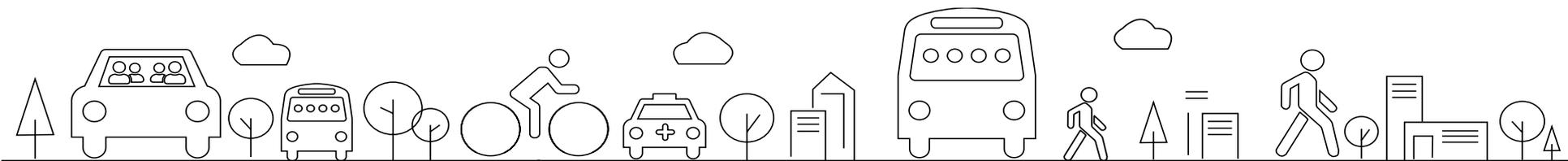


Commute Ontario

[Commute Ontario](#) is a program of SustainMobility that is easily accessible to all of Ontario. Our programming is designed to encourage Ontarians to adopt healthy and sustainable transportation choices.

Our goal is to eliminate 4-million kg of GHGs and 20-million km of vehicle travel over the next three years.

Simply put, we want to see more Ontarians walking, cycling, taking public transit and carpooling to and from work, campus and around the community rather than driving alone each day.





What Type of Social Influencer Are You?

Commute Ontario recognizes that positive change begins with a singular decision to make a difference.

We're asking your organization to join Commute Ontario in being a positive influencer. Through the generosity of your sponsorship, Commute Ontario will be equipped to provide the digital tools and resources necessary to educate, engage, connect and motivate municipalities, workplaces and post-secondary institutions across the province to set aside old habits and swap them for sustainable alternatives.

Join us in helping to eliminate 20 million km of vehicle travel by promoting, healthier, more efficient and more sustainable travel options.



Why Get Involved?



LEADERSHIP

Your organization will be positioned as a leader in supporting and promoting healthy and sustainable commuter options.



NETWORKING

We can help connect your organization with influential community leaders and maximize mutually beneficial relationships.



MARKETING

Enjoy province-wide brand recognition through media coverage, marketing campaigns, website and social media recognition.





Municipal Partners





Hear What Our Partners Have to Say

“Grey Highlands is delighted to become a partner of Commute Ontario. Active living and transportation have been identified as priorities in our rural municipality and the Commute Ontario program will support not only the municipality but also our employers in managing and growing an interconnected community network of transportation support services.”

- Michele Harris, Director of Economic & Community Development

“I love the program’s tagline ‘make commute time your time’. When I walk and bike, that’s outdoor time for me. When I carpool or take transit, that’s time for me to catch up with friends or the news.” – Susan Sauvé, Transportation Demand Management Planner, City of Peterborough

“Many of our students live outside the area that the City of Orillia bus services. This carpool matching tool will provide an option for students to travel to campus, and at the same time save money and do their part in improving the environment.” - Mike Zecchino, Student Life Manager, Georgian College - Orillia Campus

“Joining Commute Ontario is a huge opportunity for the City of Thunder Bay. It complements programs that we currently partake in such as the Commuter Challenge and Safe Cycling Thunder Bay but takes it to a new level.”

- Adam Krupper, Mobility Coordinator – City of Thunder Bay.

“We are excited about joining forces with Commute Ontario to do our part in working towards a healthier population and reduced vehicle emissions.” – Karisa Downey, Economic Development Officer at Dufferin County

“The City of Brantford is proud to take part in the Commute Ontario program and looks forward to demonstrating how we can alter our commuting habits to help reduce negative impacts on the environment.” - Brantford Mayor Kevin Davis



Become a Sponsor

Endorse your brand's commitment to sustainable communities.

Promote sustainable, healthy, active travel.

Encourage positive commuting behaviour change.

Connect communities across Ontario.

Reduce harmful greenhouse gas emissions.





Become a Sponsor



PROVINCE-WIDE PREMIUM SPONSOR - \$10,000

Prominent Website Recognition

- Logo recognition on the [Commute Ontario](#) website.
- Logo recognition on the [Carpool Ontario](#) website.
- Logo recognition on the [Workplaces & Campuses Information Portals](#).
- Logo recognition on the [Active Switch websites](#) (3 Platforms).

Marketing Collateral

- Logo placement on the Commute Ontario Recruitment Material (Printed & Electronic).*
- Logo placement on quarterly Commute Ontario Newsletters.
- Logo placement on Municipal Partner Presentations.
- Logo placement on Community Marketing Collateral.
- Logo placement on Campaign Material.

**Subject to print runs during sponsorship period.*

Communications Collateral

- Name mention in Media Releases/Publications.
- Exposure on Commute Ontario Social Media Platforms.





Become a Sponsor



CAMPAIGN CHAMPION SPONSOR - \$5,000 Per Promotion

Annual Campaigns

- ✓ Bike Month Ontario (June)
- ✓ Walktober (October)
- ✓ Transit Month Ontario (September)
- ✓ Carpool Month (February)

Website Recognition

- Logo** recognition on the [Commute Ontario](#) campaign and sponsor page.
- Logo** recognition on the [Workplaces & Campuses Information Portals](#).

Marketing & Communications Collateral

- Logo** placement on Campaign Materials.
- Logo** placement on quarterly Commute Ontario Newsletters.
- Name** mention in Media Releases/Publications.
- Exposure** on Commute Ontario Social Media Platforms.





Become a Sponsor



REWARDS PROGRAM SPONSOR – Prizes Valued at \$100

Website Recognition

- Name** recognition on the [Commuter Ontario](#) sponsor page.
- Name** recognition on the [Carpool Ontario](#) or [Active Switch](#) website.

Communications Collateral

- Name** recognition in the Monthly Rewards Program email communications.
Linked to business website.
- Exposure** on Commuter Ontario Social Media Platforms.





Connect

Thank you for taking the time to read through our sponsorship package.

We hope you're feeling inspired and we look forward to connecting with you!

T: 905-813-2173

E: info@commuteontario.ca

W: commuteontario.ca



Thank You!





Stay Connected

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<https://www.instagram.com/commuteontario>

