

CONNECTING OUR FUTURE



Upstate Mobility Coalition

WWW.CONNECTINGOURFUTUREUPSTATESC.ORG

A COALITION OF STAKEHOLDERS TO ADVANCE
TRANSPORTATION, MOBILITY, AND CONNECTIVITY
EFFORTS IN THE UPSTATE REGION



Upstate Mobility Coalition 2018

Comprised of businesses, local governments, community organizations and individuals interested in making a positive and measurable impact on current and future mobility and connectivity in the Upstate, the **Upstate Mobility Coalition** (the “Coalition”) will support and provide a platform for successful implementation of the Connecting Our Future Mobility Vision & actionable strategies through a Leadership Team and Task Forces.

PURPOSE: The purpose of the Coalition is to:

www.ConnectingOurFutureUpstateSC.org

- Convey a collective vision for mobility & connectivity in the Upstate
- Communicate the issues, challenges, opportunities and benefits around enhanced mobility & connectivity in the Upstate
- Provide a platform where stakeholders can identify and cultivate collaborative opportunities
- Encourage local and regional investment in actions that enhance mobility & connectivity in the Upstate
- Support existing or identify new strategies and tactics that advance the mobility vision and identified themes
- Measure and communicate the impact of strategies and tactics for enhancing mobility & connectivity in the Upstate in relation to the mobility themes outlined in the Mobility Vision

COALITION MEETINGS AND MEMBERSHIP:

- Open to any business, government, organization or individual who signs the “pledge of participation” to support implementation of the Connecting Our Future Mobility Vision.
- Have an annual meeting/event and could have additional full coalition meetings if recommended by the Leadership Team.

2 levels of membership:

Contributing Partners: could have representation on the coalition leadership team, and receive additional recognition and benefits specifically tied to their **financial** level of support.

Associate Members: can be represented on coalition task forces with non-financial commitment, but no special benefits or recognition and are not considered for the leadership team.

Ten at the Top staff role: 1) coordinate the Coalition 2) manage relationships with any consultants or contracted support 3) support the Leadership Team as the liaison between the Leadership Team and each of the five task forces.

LEADERSHIP TEAM:

Other Leadership Team details will be finalized by the current Connecting Our Future Core team with input from coalition members. Once the Leadership Team is finalized, the Core Team will be dissolved.

- Comprised of public, private and non-profit representatives from Coalition members.
- Decision-making group for priorities related to the Connecting Our Future Mobility Vision.
- Oversee the general components and message from the vision.
- Work with the five task forces around implementation and support of specific strategies & tactics.
- Comprised of between 20-25 high-level organization representatives with the intent to be a close to an even split between public/non-profit and business representatives.
- Led by co-chairs, with one representing the public sector and one representing the private sector.

5 TASK FORCES:

- 1) Moving People
- 2) Moving Goods
- 3) Land Use and Transportation
- 4) Public Policy and Infrastructure
- 5) Mobility Innovation and Technology

- Advance the Mobility Vision and actionable strategies
- Coordinated by an organization with direct involvement in that area of service. Ten at the Top will support each coordinating organization and be the liaison between the task forces and the Leadership Team.
- Prioritize opportunities and next steps so that there is consistency across the groups in terms of process and language.
- Play a role in developing the messaging and value around the specific strategies and tactics within their focus area.

While each Task Force will have specific strategies and tactics, there is great connectivity between the goals and purposes of each group and therefore, creating connectivity between the task forces will be critical.

INVESTMENT BENEFITS	STEERING SPONSOR (ONE AVAILABLE)	LEADERSHIP SPONSOR	VISIONARY SPONSOR	BUSINESS SUPPORTER (SEVERAL AVAILABLE)	NONPROFIT/ GOVERNMENT SUPPORTER (SEVERAL AVAILABLE)
Annual Investment Level	\$25,000	\$15,000	\$7,500	\$2,500	\$1,250

ANNUAL INVESTMENT RECOGNITION & BENEFITS

# of tickets to Annual Coalition Event	20	15	15	6	10
Naming rights	✓				
Logo on print/online materials	✓	✓	✓	Name in Program	Name in Program
Logo on event registration page	✓	✓	✓	Name on Registration Page	
Facebook/Twitter recognition	✓	✓	✓	✓	
Name Recognition in pre-event press releases	✓	✓	✓		
Ability to speak at Kick Off event	✓	✓			
Access to Kick Off Event attendee list	✓	✓			
Signage at Kick Off Event	✓	✓			
Ability to host Welcome Reception Prior to Kick Off Event	✓				

ANNUAL COALITION EVENT RECOGNITION & BENEFITS

# of tickets to Annual Coalition Event	20	15	10	6	10
Naming rights	✓				
Logo on print/online materials	✓	✓	✓	Name in program	Name in program
Branding on committee meeting materials	✓				

ROLL OUT EVENT RECOGNITION & BENEFITS

# of Roll-Out Event Tickets	20	15	15	6	10
Name recognition in post-event press releases	✓	✓	✓	Name on Registration Page	
Logo on event registration page	✓		✓		
Access to Roll Out Event attendee list	✓		✓		
Signage at Roll Out Event	✓		✓		

All financial supporters are directly contributing to the initiative, including the cost of the consultant, associated events and meetings, and the work necessary to develop a regional mobility and connectivity vision.

For those financial supporters looking for an opportunity to support the initiative and have a little more visibility at the October 18th Kick Off event, Ten at the Top has prepared a limited number of sponsorship packages specific to the event.

KICK OFF EVENT LEAD SPONSOR | \$15,000 (ONE AVAILABLE)

Please see sponsorship opportunity chart on the previous page for sponsorship benefits available for the lead event sponsor.

KICK OFF EVENT LUNCHEON SPONSOR | \$7,500 (ONE AVAILABLE)

- 10 Kick Off Event Tickets (October 18)
- Branded Signage at Kick Off Event (To Be Located Near Luncheon Room)
- Ability to Speak at Kick Off Event
- Logo on Kick Off Event Specific Print/Online Materials
- Logo on Kick Off Event Registration Page
- Social Media Recognition (Facebook & Twitter)
- Ability to Participate in Consultant Meetings
- Logo in Project Deliverable
- Access to Rollout Marketing Packet
- 10 Rollout Event Tickets (Date/Location TBD)

KICK OFF EVENT BREAKOUT SESSION SPONSOR | \$5,000 (SIX AVAILABLE)

- 8 Kick Off Event Tickets (October 18)
- Branded Signage at Kick Off Event (To Be Located Outside of Selected Breakout Room)
- Logo on Kick Off Event Specific Print/Online Materials
- Logo on Kick Off Event Registration Page
- Social Media Recognition (Facebook & Twitter)
- Ability to Participate in Consultant Meetings
- Logo in Project Deliverable
- Access to Rollout Marketing Packet
- 8 Rollout Event Tickets (Date/Location TBD)

KICK OFF EVENT COFFEE SPONSOR | \$3,000 (ONE AVAILABLE)

- 6 Kick Off Event Tickets (October 18)
- Branded Table Signage at Kick Off Event (8.5" x 11" Located on Coffee Station)
- Logo on Kick Off Event Specific Print/Online Materials
- Logo on Kick Off Event Registration Page
- Social Media Recognition (Facebook & Twitter)
- Ability to Participate in Consultant Meetings
- Logo in Project Deliverable
- Access to Rollout Marketing Packet
- 6 Rollout Event Tickets (Date/Location TBD)

Don't see a particular benefit you were hoping for? We can help you design a customized package that fits your budget.

Please contact Adelyn Nottingham anottingham@tenatthetop.org or (864-283-2313) for more information.



CONNECTING OUR FUTURE COMMITMENT FORM

Company/Organization Name (as it should appear for promotions)

Business Mailing Address

City

State

Zip

Contact Name

Contact Person Preferred Email Address

Contact Person Phone Number

Support Level (Check One)

- Steering Sponsor | \$25,000 (1*)
- Kick Off Event Lead Sponsor | \$15,000 (1*)
- Roll Out Event Lead Sponsor | \$15,000 (1*)
- Kick Off Event Luncheon Sponsor | \$7,500 (1*)
- Kick Off Event Breakout Session Sponsor | \$5,000 (6*)
- Kick Off Event Coffee Sponsor | \$3,000 (1*)
- Business Supporter | \$2,500
- Non Profit/Government Supporter | \$1,250

*Some sponsorship levels are limited and will be sold on a first come, first served basis. If you would like to confirm availability of a sponsorship level prior to submitting your form please contact Megan Zapf (mzapf@tenatthetop.org or 864-283-2317).

Payment Method

I have included a check made payable to Our Upstate - SC.

Please invoice me using the mailing address listed above.

Credit Card (circle type) Mastercard VISA American Express Discover

Name on Card

Card Number

Expiration Date

CVV

Zip

Please return completed forms to the attention of Megan Zapf via email (mzapf@tenatthetop.org) or mail (124 Verdae Boulevard, Suite 202, Greenville, SC 29607).