



Transfer station
Use farecard to
transfer between lines



Naming Rights Proposal Form

COMPANY NAME: _____

COMPANY CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

EXPERIENCE AS A SPONSOR:

FINANCIAL PROPOSAL:

Year 1 Fee: _____

Annual Escalator: _____

Term: _____

Other Benefits to CTA riders & the community: _____

PROPOSED ASSET:

LINE or STATION NAME:

Desired Benefits aside from the list below:

STATION NAMING RIGHTS BENEFITS

- Sponsor Name/Logo Designation on Rail Station signs;
- Sponsor ID within Rail Car interior signage;
- Sponsor ID on permanent Rail Station maps;
- Sponsor ID on active Digital Messaging screens at Rail Stations;
- Sponsor ID on directional signage leading to Rail Stations;
- Opportunity for train wraps at an additional investment;
- Sponsor ID on published transit schedules and handheld maps;
- Opportunity for Sponsor to promote and activate a subject or event in mutually agreed upon stations.



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RAIL LINES NAMING RIGHTS BENEFITS

- Sponsor ID on Station Signage at Rail Stations;
- Sponsor ID on Permanent Rail Station Maps;
- Sponsor ID on Directional Signage to Rail Stations;
- Sponsor ID on Rail Cars;
- Sponsor ID on active Digital Messaging screens at Rail Stations;
- Sponsor ID on Fare Vending Machines;
- Sponsor ID on Rail Car Interiors;
- Sponsor ID included in all CTA Television, Radio and Print media buy;
- Sponsor ID on fare cards, handheld maps and schedules;
- Sponsor ID on Chicago Transit Authority website;
- Sponsor ID on Chicago Transit Authority Mobile Apps;
- Sponsor ID on Chicago Transit Authority Facebook, Twitter and other social media;
- Category Exclusivity.

I understand that my proposal may be accepted or rejected in part of in entirety and that my sponsorship/naming rights relationship with CTA will comply with CTA’s advertising guidelines and any other applicable rules or regulations will also be considered during evaluation.

Advertising guidelines and evaluation criteria can be found at:

<https://www.transitchicago.com/partnership/>

Signature:

Date:

ALL APPLICATIONS SHOULD BE MAILED OR EMAILED TO:

The Superlative Group, Inc.
 2843 Franklin Blvd.
 Cleveland, OH 44113

Or

Info@superlativegroup.com