



Matching Grant Sponsors Wanted

Greetings from eGo CarShare,

We are looking for like-minded sponsors who value:

- ✓ saving their company and stakeholders a trunk full of money
- ✓ boosting their brand exposure by over 3 million impressions per year
- ✓ maximizing their sustainable transportation options for their business and stakeholders
- ✓ helping inspire a healthier, more active region

Help us bring real, tangible change to our community!

As the region's only non-profit carsharing organization, eGo offers Boulder and Denver residents and businesses a pay-a-you-go revolution in sustainable mobility. Equipped with a fleet of 45+ cars and trucks, our 3,000+ members drive less, share more and save over \$6,500 a year in car expenses.

We recently received a federal grant to create 12 new "Shared Mobility Hubs" by placing new vehicles in close proximity to B-Cycle stations. We are looking for like-minded partners to help us meet the growing demand of our important community program.

A win for your company, our community and the planet!

We are not looking for a donation, rather offering a value-added partnership that includes:

- branding one or more of our fleet vehicles for a year, plus
- social media, website and community outreach, or
- a dollar-for-dollar match back in transferable eGo memberships and credits

Every dollar we raise means we will have an additional \$5 to grow our fleet!

The grant requires we secure approximately \$5,000 in outside matching funds per vehicle. With only a limited number of sponsorships available, we are asking sponsors to invest \$5K so we can more readily place a new car in service. However, in an effort to maximize your sponsorship value, we will customize a benefit package to meet your needs and budgets.

Please review the back side of this letter for more details. I look forward to discussing this exciting opportunity with you further.

Best,

Karen Worminghaus

Karen Worminghaus
Executive Director



A Smart Way To Drive Your Business

Invest in a sustainable, vibrant and healthy community- become an eGo CarShare Matching Grant Sponsor

Accelerate Your Corporate Citizenship

On a yearly basis, each new carshare vehicle strategically placed in service:

- Replaces approximately 13 personally owned vehicles
- Reduces an estimated 150,000 vehicle miles traveled (VMT)
- Averts over 6,500 gallons of gas from being used
- Prevents over 72 tons of CO² from entering the atmosphere
- With over 45 vehicles and 3,000 members, we are making a significant difference.

Accelerate Your Brand

\$5,000 Match = 1 Year Vehicle Branding

In return for your community investment, sponsors can choose to brand the rear side panels and back bumper of our available Boulder and/or Denver vehicles. Plus, we will work with your team to customize a social media and outreach campaign to further increase your exposure and good CARma.

Accelerate Your Mobility

\$5,000 Match = \$5,000 eGo CarShare Credit

If carshare memberships/usage are valuable to you, we offer a dollar-for-dollar match back in transferable credit to be redeemed by your business, employees, customers, or network. Simply let us know how you want your credit allocated and we'll take care of the rest. Please note that credits expire after 12 months.



Estimated vehicle impressions = 10,000+ per day.

eGo will work with your team to design a custom package that best meets your needs and budget.