



BACKGROUND INFORMATION AND OPPORTUNITY

Overview

CarSharing is an alternative to personal car ownership. It's a member-based, time-share car service in which individuals only pay for actual vehicle use. It allows individuals to have convenient access to an entire fleet of new, fuel-efficient vehicles, without dealing with the costs and headaches of personal car ownership.

Program Benefits

- **For Members** - it means affordable, convenient access to a car without personal ownership.
- **For the Environment** - it means improved air quality, reduced greenhouse gases and eventually, less asphalt.
- **For our Communities** - it means safer streets, more support for transit, less traffic congestion and better mobility for everyone, especially lower income residents.
- **For Developers** - it means reduced parking space requirements and amenities for attracting and retaining residential and commercial tenants.
- **For Commercial Businesses** - it means an incentive for employees to use alternative transportation, company fleet service, and reduced pressure on limited parking resources.
- **For Retail Businesses** - it means an extra service for your customers, reduced pressure on limited parking, potential for increased local pedestrian traffic.

Background

CarSharing is not a new concept. Other successful CarSharing programs have operated for years around the world.

- In Switzerland, Mobility CarSharing (started in 1987) has over 84,500 members.
- In Germany, CarSharing operates in over 250 cities.
- In Canada, the three largest CarSharing organizations each have over 5,000 members.
- In the United States, over 40 cities or campuses have adopted CarSharing programs.

Program Partners

eGo CarShare is a Denver-Boulder nonprofit organization committed to economical and environmentally sound transportation choices. Our goals are to reduce car ownership rates, lower family transportation costs, reduce urban congestion and improve air quality in all neighborhoods.

Transportation Solutions is a nonprofit organization that works on sustainable transportation issues to reduce traffic gridlock, improve mobility and increase availability and use of alternative transportation options, including land use, parking and infrastructure considerations.

Easy Economical Eco-friendly

Find out how you can get involved at carshare.org



Karen Worminghaus
Director

3970 N Broadway, Suite B4
Boulder, CO 80304

303.720.1185 tel
801.925.8513 fax
karen@carshare.org
www.carshare.org



carshare.org



eGo CarShare

A non-profit serving the Boulder-Denver metro area

Easy Economical Eco-friendly

SPONSORSHIP OPPORTUNITIES

Now is the ideal time to show your support for a non-profit, community-based carshare program in Denver. Your sponsorship dollars are particularly valuable and crucial in the early stages of implementation. We have several sponsorship levels for you to choose from.



**BRONZE
MOBILITY
SPONSOR**

\$2,000



**SILVER
MOBILITY
SPONSOR**

\$6,000



**GOLD
MOBILITY
SPONSOR**

\$12,000



**PLATINUM
MOBILITY
SPONSOR**

\$20,000

CarShare Membership

	BRONZE	SILVER	GOLD	PLATINUM
Placement of car nearby			Economy Car	Hybrid Car
Number of free annual memberships	5	15	25	50
Feed your eGo Rewards Program	●	●	●	●
Commemorative eGo CarShare mugs (#)	1	2	4	8

Community Affairs

Ribbon-cutting (participation)			●	●
Ribbon-cutting (recognition)	●	●	●	●
Membership/Appreciation plaque		●	●	●

Logo Recognition

On CarShare parking sign				●
At ribbon-cutting ceremony				●
Featured on carshare.org home page (6 mos.)			●	●
Hotlink & description on carshare.org			●	●
On reusable grocery bags		●	●	●
Handout or promo item in orientation packets				●
Promo item at three tabling events				●
On eGo CarShare brochure			●	●
On promotional e-mail				●
In all eGo CarShare e-mail signatures (6 mos.)				●

Name Recognition

At ribbon-cutting ceremony			●	●
Hotlink on carshare.org	●	●	●	●
On eGo CarShare brochure	●	●	●	●
In promotional e-mail	●	●	●	●
Press & media releases			●	●
In promotional PSAs			●	●



Karen Worminghaus
Director

3970 N Broadway, Suite B4
Boulder, CO 80304

303.720.1185 tel
801.925.8513 fax
karen@carshare.org
www.carshare.org



carshare.org



eGo CarShare

A non-profit serving the Boulder-Denver metro area

SPONSORSHIP PACKAGES



PLATINUM Mobility Sponsor - \$20,000

CarShare Membership

- Placement of hybrid car at nearest available usable location
- Annual membership for up to 50 employees (a \$1250 annual value)
- Opportunity for inclusion in Feed Your eGo Rewards Program
- Eight commemorative eGo CarShare stainless steel coffee mugs

Community Affairs Participation

- Opportunity to participate in ribbon-cutting kick-off ceremony/news conference event
- Membership/Appreciation plaque in recognition of your company's support of carshare and alternative transportation in Denver

Company Logo Recognition

- On carshare parking signage
- At ribbon cutting ceremony
- Featured listing on eGo CarShare home page (for 6 months)
- Hotlink and description of services on eGo CarShare website (Sponsor section)
- On reusable grocery bags distributed to all eGo CarShare members
- Handout or promotional item in member orientation packet (for 6 months)
- Promotional item distributed at three eGo CarShare tabling events
- On informational eGo CarShare brochure
- In HTML-formatted promotional email
- On all eGo CarShare e-mail signatures (for 6 months)

Company Name Recognition

- At ribbon cutting ceremony
- In HTML-formatted promotional email
- In press and media releases
- In promotional PSAs

Easy Economical Eco-friendly

Find out how you can get involved at carshare.org

Karen Worminghaus
Director

3970 N Broadway, Suite B4
Boulder, CO 80304

303.720.1185 tel
801.925.8513 fax
karen@carshare.org
www.carshare.org



carshare.org



eGo CarShare

A non-profit serving the Boulder-Denver metro area

SPONSORSHIP PACKAGES



GOLD Mobility Sponsor - \$12,000

CarShare Membership

- Placement of car at nearest available usable location
- Annual membership for up to 25 employees (a \$625 annual value)
- Opportunity for inclusion in Feed Your eGo Rewards Program
- Four commemorative eGo CarShare stainless steel coffee mugs

Community Affairs Participation

- Opportunity to participate in ribbon-cutting kick-off ceremony/news conference event
- Membership/Appreciation plaque in recognition of your company's support of carshare and alternative transportation in Denver

Company Logo Recognition

- Featured listing on eGo CarShare home page (for 6 months)
- Hotlink and description of services on eGo CarShare website
- On reusable grocery bags distributed to all eGo CarShare members
- On informational eGo CarShare brochure

Company Name Recognition

- At ribbon cutting ceremony
- In HTML-formatted promotional email
- In press and media releases
- In promotional PSAs



Karen Worminghaus
Director

3970 N Broadway, Suite B4
Boulder, CO 80304

303.720.1185 tel
801.925.8513 fax
karen@carshare.org
www.carshare.org

Easy Economical Eco-friendly

Find out how you can get involved at carshare.org



carshare.org



eGo CarShare

A non-profit serving the Boulder-Denver metro area

SPONSORSHIP PACKAGES



SILVER Mobility Sponsor - \$6,000

CarShare Membership

- Annual membership for up to 15 employees (a \$375 annual value)
- Opportunity for inclusion in Feed Your eGo Rewards Program
- Two commemorative eGo CarShare stainless steel coffee mugs

Community Affairs Participation

- Recognition at ribbon-cutting kick-off ceremony
- Membership/Appreciation plaque in recognition of your company's support of carshare and alternative transportation in Denver

Company Logo Recognition

- On reusable grocery bags distributed to all eGo CarShare members

Company Name Recognition

- Hotlink on eGo CarShare website
- On informational eGo CarShare brochure
- In HTML-formatted promotional email



BRONZE Mobility Sponsor - \$2,000

CarShare Membership

- Annual membership for up to 5 employees (a \$125 annual value)
- Commemorative eGo CarShare stainless steel coffee mugs

Community Affairs Participation

- Recognition at ribbon-cutting kick-off ceremony

Company Name Recognition

- Hotlink on eGo CarShare website
- On informational eGo CarShare brochure
- In HTML-formatted promotional email



Karen Worminghaus
Director

3970 N Broadway, Suite B4
Boulder, CO 80304

303.720.1185 tel
801.925.8513 fax
karen@carshare.org
www.carshare.org

Easy Economical Eco-friendly

Find out how you can get involved at carshare.org



carshare.org



eGo CarShare

A non-profit serving the Boulder-Denver metro area



We would like to participate as a:

- Platinum Mobility Sponsor
- Gold Mobility Sponsor
- Silver Mobility Sponsor
- Bronze Mobility Sponsor

Company name: _____

(Please list your company name exactly how you would like it included in promotional materials)

Contact name: _____

E-mail: _____

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Fax: _____

I have enclosed our check in the amount of \$ _____

Please bill us

We will receive all of the benefits as outlined in the Sponsorship Package description.
 We have enclosed payment, or will forward a purchase order or check payable to eGo CarShare.

Signature: _____ Date: _____

For more information, please contact:

Karen Worminghaus
Director

3970 N Broadway, Suite B4
Boulder, CO 80304

303.720.1185 tel
801.925.8513 fax
karen@carshare.org
www.carshare.org

To be included in print materials, please provide your company logo electronically as an .eps or .jpg to: **graphics@carshare.org**.

Easy Economical Eco-friendly



carshare.org