

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO  
LEONARD TRANSPORTATION CENTER

**REGIONAL MOBILITY  
DIALOGUE SERIES**



**Sponsorship Opportunities  
and Benefit  
2024 Dialogue Series**



**Dr. Kimberly Collins, Executive Director**

**William and Barbara Leonard Transportation Center**

**The Jack H. Brown College of Business and Public Administration**

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**[www.csusb.edu/leonard-transportation-center](http://www.csusb.edu/leonard-transportation-center)**

Thank you for your interest in the LTC's 2024 Regional Transportation Dialogue Series. We are preparing a great set of topics for this coming year to continue the community conversation and get ready for the future transportation system.

Mobility of people and the movement of goods is a central part of life in the Inland Empire of Southern California. The William and Barbara Leonard Transportation Center (LTC) works to provide a voice for an integrated and sustainable system for better movement through the region.

In 2024, the LTC will offer its Seventh Regional Mobility Dialogue Series. The past six years brought together leaders from government, business, and community-based organizations to dialogue on how the region can improve the quality of life through better use of technologies, innovation, and human ingenuity. This has made the Dialogue series a great success.

Since 2020, with the COVID-19 pandemic, the Dialogue series has been offered in a hybrid format. This has opened-up the series to speakers and participants from across the country and internationally. I hope you will be able to join the 2024 Dialogue Series as a sponsor. Your sponsorship will help to provide outreach and engagement on the Dialogue topics. It also provides funding for the LTC's educational programming.

**We need your support to fund these vital conversations.**

With your help, the Leonard Transportation Center can continue to offer this engaging series. The benefits of sponsorship are many as you will see from the sponsorship levels outlined in the following pages.

Thank you for your consideration. Please do not hesitate to contact me at (909) 537-5094 or (760) 497-8152 if you have any questions.

Sincerely,



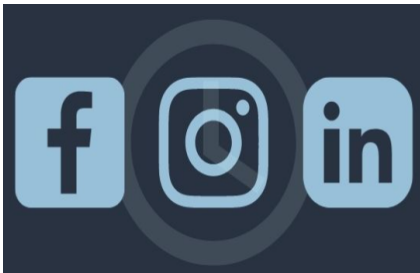
Kimberly Collins, Ph.D.  
Executive Director  
Leonard Transportation Center





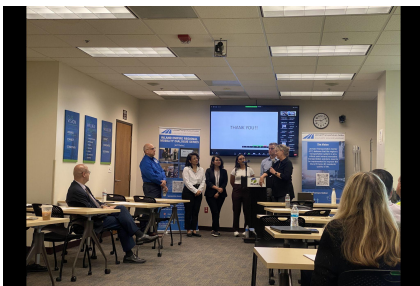
No sector of the Inland Empire economy is more influential than transportation. Freeway congestion, air quality, increasing transportation automation, and technological change are just a few of the factors affecting the quality of life and economic viability of the I.E. The 2024 Regional Mobility Dialogue Series hosted by the Leonard Transportation Center at CSUSB is designed to bring together thought leaders, policymakers, community members, and the academic community for a dynamic series of conversations.

During six morning meetings, participants will discuss the most pressing opportunities and challenges facing transportation in our rapidly changing world. Your sponsorship helps the Leonard Transportation Center offer this inspiring series. [Join us by sponsoring today.](#)



#### **Increasing Visibility on Social Media**

The Regional Mobility Dialogue Series has continued to increase visibility for the LTC and the Dialogue Sponsors. We use all social media platforms to effectively promote our events and highlight our sponsors. Our Instagram is currently receiving an average of 800 impressions a week.



#### **Building Community through Dynamic Conversations**

All Dialogues are open to the public, providing community members with the opportunity to interact with leaders in the transportation sector.



#### **Bridging Today's Challenges to Tomorrow's Opportunities**

The rate of technological change is accelerating and big changes to transportation are already underway. The 2023 Regional Mobility Dialogue Series featured topics on zero emissions; traffic patterns; sustainable port; urban development and transportation; inland mobility; and surface-to-air transportation. We plan to look at additional topics of importance for transportation in the region in 2024.

## LTC 2024 Regional Mobility Dialogue Series Sponsorship Opportunities

### Platinum Sponsorship - \$10,000

- Verbal acknowledgement at each event
- Acknowledgment on screen during program with company logo
- Platinum sponsors logo listed in Dialogue annual proceedings
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- 1 full page recognition in event program
- Speaking opportunity during opening remarks
- Send promotional materials out during all Dialogues

### Gold Sponsorship - \$5,000

- Verbal acknowledgement at each event
- Acknowledgment on screen during program with company logo
- Recognition on LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)
- ½ page recognition in event program
- Speaking opportunity during opening remarks
- Send promotional materials out during all Dialogues

### Silver Sponsorship - \$1,500

- Verbal recognition at each event
- Acknowledgement on screen during program with company logo
- Recognition on event promotional materials, LTC website, and all social media accounts (Instagram, Twitter, FB, LinkedIn)

\*Sponsorships may be tax-deductible to the extent allowable by law.

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## REGIONAL MOBILITY DIALOGUE SERIES



### Yes, I want to sponsor the 2024 Regional Mobility Dialogue Series!

Please scan this form and return it via email to [Kimberly@csusb.edu](mailto:Kimberly@csusb.edu) or mail to Kimberly Collins, Leonard Transportation Center, 5500 University Parkway, San Bernardino, CA 92407-2318. The *CSUSB Philanthropic Foundation* is a qualified non-profit organization (tax ID number 42-2255077).

- |  |          |
|--|----------|
| <input type="checkbox"/> <b>Platinum Sponsorship</b> | \$10,000 |
| <input type="checkbox"/> <b>Gold Sponsorship</b>     | \$5,000  |
| <input type="checkbox"/> <b>Silver Sponsorship</b>   | \$1,500  |

Name as you wish it to appear on printed materials:

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Contact Name: \_

Street Address: \_

City/State/Zip: \_

Phone: \_

Email:

My check in the amount of \$

is enclosed.

*(Please make your check payable to the "CSUSB Philanthropic Foundation")*

*Thank you for supporting the Leonard Transportation Center!*