



December 5, 2020

Dear Colleague,

In 2020, MASITE revamped the sponsorship program..... then, the third month hit and our in-person programs were shutdown due to the Coronavirus. All of the different offerings were evaluated on what we could provide in a VIRTUAL world. We hope that even though the pandemic took us by surprise that you saw the value of our society to your company. We quickly moved to virtual platform based meetings and provided the attendees free PDHs. We planned the Annual Meeting as an in-person event and then switched to a virtual event with a low member cost for over 4 PDHs. We know that our profession must continue to obtain the licensure renewals and we believe that the greatest value to your company right now is economic pricing on PDHs. We plan to continue this into the 2021 year and hope to have in person meetings as soon as the COVID restrictions are reduced and in-person meetings are possible again. We hope that you continue to support the Mid-Atlantic Section of the Institute of Transportation Engineers (MASITE) in this endeavor!

We will continue to offer the four levels of sponsorships in 2021 at an **approximate 25% reduction of price from 2020**. Through the first quarter of 2021 we anticipate to provide the low cost virtual monthly meetings, and the overall reduction of costs should be passed on to our sponsors! The fourth sponsorship level will again be the SINGLE Platinum Sponsorship level, which will give ONE firm an opportunity to have their own session at the MASITE Annual Meeting. **Please respond quickly if you are interested in this opportunity, it will be first come, first serve.** The annual meeting date and location will be announced in February.

MASITE is a volunteer organization that arranges local area meetings pertinent to the transportation industry throughout the year. We maintain a website that features our activities and distribute both a newsletter and email updates periodically throughout the year. Our flagship event is the MASITE Annual Meeting held in the fall which typically brings together over 150 transportation professionals to discuss topics key to our industry's vitality. The geographic area that MASITE covers includes **Delaware, Pennsylvania, West Virginia, and southern New Jersey**. The annual sponsorship drive is our primary effort to raise funds to support MASITE's local area programming. For those of you who have sponsored MASITE in the past, a sincere thank you!

Please review the packages attached and let me know which level of sponsorship best suits your company by Tuesday, **January 5, 2021**. If you have any questions, please don't hesitate to contact me. Please make checks payable to MASITE and send to:

Megan McDermott, PE
C/O ms consultants, inc.
300 Corporate Center Drive, Suite 200
Moon Township, PA 15108

Also, please email your company logo to me (mmcdermott@msconsultants.com) for inclusion on our meeting display boards and website which I'm hoping to finalize by January 10, 2020.

Your support is greatly appreciated.

Sincerely,

A handwritten signature in blue ink that reads "Megan S. McDermott". The signature is written in a cursive style.

Megan McDermott, P.E.
MASITE Treasurer
www.masite.org

2021 MASITE Sponsorship Packages



		Platinum	Gold	Silver	Bronze
BENEFITS	Pledge	\$1,500	\$1,125	\$750	\$375
	Programming session for MASITE Annual Meeting (only 1 Platinum available)	✓			
	One free seat at a specific number of monthly MASITE events (in-person or virtual)	2	2	1	1
	Highlighted as a sponsor at every MASITE Event	✓	✓	✓	✓
	Recognition on the MASITE Website	✓	✓	✓	✓
	Recognition on sponsor banner in all MASITE emails	✓	✓	✓	✓
	Attendance at the MASITE Annual Meeting (in-person or virtual)	3	3	2	1
	Seats at reserved table at the Annual Meeting (in-person only)	2	2	1	
	Main Sponsor at MASITE Annual Meeting – Announcement at all Annual Meeting events & listing in the program	✓	✓		
	Special Sponsor at MASITE Annual Meeting – Announcement at the lunch or social event & listing in the program			✓	
	General Sponsor at MASITE Annual Meeting – Listed in the program				✓
	Free job posting in newsletter	✓	✓	✓	✓
	Free company updates in one newsletter per year	✓	✓	✓	✓