



LEADERSHIP

Lab 2026



LEARN. LEAD. CONNECT. MOVE FORWARD.

SPONSORSHIP OPPORTUNITIES

SWTA.ORG



Invest in the Future of Public Transit Leadership

The South West Transit Association (SWTA) Summer Leadership Lab is more than an event—it's the launch of a new leadership experience designed to shape the future of public transit. Created for executive leaders, managers, board members, legal professionals, marketing and communications teams, mobility innovators, and industry partners, Leadership Lab brings together the people driving decisions across public transit. Through immersive learning, collaborative discussions, and meaningful networking, attendees leave equipped with practical solutions they can immediately implement within their organizations. As a sponsor, your organization becomes part of that experience. Leadership Lab offers unmatched opportunities to build relationships, showcase your brand, and engage directly with public transit decision-makers influencing the future of transit across the Southwest and beyond. Your investment extends far beyond event signage—it positions your company as a partner in leadership, innovation, and the continued advancement of public transit.

Leadership Lab is strategically held immediately before the CASTA Fall Conference & EXPO and the State & Tribal Partnerships Conference, creating an expanded week of education, networking, and industry engagement in beautiful Breckenridge, Colorado.

Join us as we launch what is destined to become one of the premier leadership events in public transit. Together, we're building stronger leaders, stronger agencies, and a stronger future for public transit.



Become the exclusive Leadership Presenting Partner of the inaugural SWTA Leadership Lab and position your organization as the premier supporter of public transit leadership across the Southwest. As the event's presenting partner, your brand will be integrated throughout the Leadership Lab experience—from registration through the closing session—with prominent recognition across the Leadership Lab website, social media, newsletters, email marketing, press releases, conference materials, onsite signage, and digital displays. Your organization will receive premier recognition during general sessions and throughout the event, along with exclusive branding opportunities, promotional material distribution, a custom video spotlight, featured post-event recognition, and the first right of renewal for 2027. This sponsorship provides unmatched visibility before, during, and after Leadership Lab, positioning your organization as the driving force behind the event.

One Available, Sponsor showcase runs July -September 2026

\$10,000

Specialty Sponsorships



Kick off Leadership Lab by sponsoring the official Opening Reception, where attendees, speakers, and industry partners gather to build meaningful connections before educational sessions begin. Your organization will receive exclusive branding throughout the reception, onsite signage, verbal recognition during the event, recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing before and during Leadership Lab. This sponsorship also includes the opportunity to provide branded napkins, giveaways, or promotional materials, ensuring your organization is recognized as the company that welcomed attendees to Leadership Lab.

\$5,000
One Available



Place your organization alongside one of Leadership Lab's featured keynote presentations and align your brand with one of the conference's most anticipated educational experiences. Your company will receive recognition before the keynote presentation, onsite signage, verbal acknowledgement, recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing leading up to and during the conference, providing outstanding visibility while demonstrating your commitment to leadership and professional development.

\$3,000
One Available



Become the exclusive sponsor of the Leadership Circle Dinner, an intimate evening bringing together SWTA leadership for meaningful conversation, relationship building, and strategic discussion. Your organization will receive recognition throughout the dinner with event signage, verbal acknowledgement, logo placement in Leadership Lab materials, and recognition on SWTA's website and social media, aligning your brand with leadership and collaboration.

\$3,000
One Available



Support one of Leadership Lab's signature educational experiences by sponsoring the Public Transit Legal Symposium. Your organization will receive exclusive recognition throughout this full-day educational track with session signage, verbal acknowledgement, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab. This sponsorship positions your company alongside one of the event's most respected educational offerings focused on legal, regulatory, and compliance issues affecting today's transit industry.

\$4,000
One Available



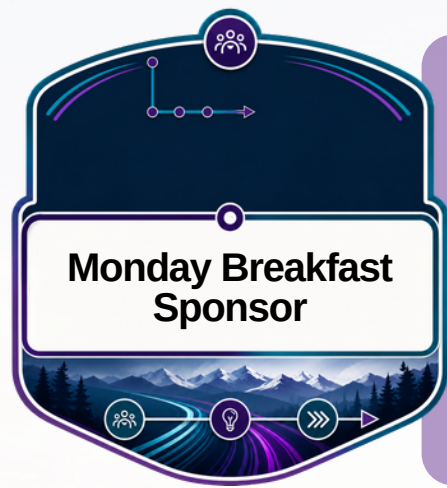
Position your organization alongside the communications professionals shaping the future of public transit by sponsoring the Marketing Lab. Your company will receive exclusive recognition throughout this interactive learning experience with session signage, verbal acknowledgement, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab. This sponsorship demonstrates your commitment to innovation, communications, branding, and rider engagement.

\$4,000
One Available



Support conversations driving the future of mobility by sponsoring the Mobility Lab. This exclusive sponsorship aligns your organization with industry leaders exploring emerging mobility solutions and the evolving public transportation landscape. Your company will receive session signage, verbal recognition, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab, showcasing your commitment to innovation and the future of mobility.

\$4,000
One Available



Start Leadership Lab on a high note by sponsoring Monday's networking breakfast. Sponsor one of Leadership Lab's networking meals and connect your organization with attendees during one of the event's highest-traffic gathering opportunities. Your company will receive exclusive meal signage, verbal recognition, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab, providing outstanding visibility while supporting meaningful networking among transit professionals.

\$2,000
One Available



Become the exclusive sponsor of Monday's networking lunch and enjoy premium visibility during one of the conference's busiest networking opportunities. Sponsor one of Leadership Lab's networking meals and connect your organization with attendees during one of the event's highest-traffic gathering opportunities. Your company will receive exclusive meal signage, verbal recognition, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab, providing outstanding visibility while supporting meaningful networking among transit professionals.

\$2,000
One Available



Sponsor Tuesday's breakfast and begin the day with your brand in front of Leadership Lab attendees before educational sessions begin. Sponsor one of Leadership Lab's networking meals and connect your organization with attendees during one of the event's highest-traffic gathering opportunities. Your company will receive exclusive meal signage, verbal recognition, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab, providing outstanding visibility while supporting meaningful networking among transit professionals.

\$2,000
One Available



Sponsor Tuesday's lunch and connect your organization with attendees during an important networking and educational break. Sponsor one of Leadership Lab's networking meals and connect your organization with attendees during one of the event's highest-traffic gathering opportunities. Your company will receive exclusive meal signage, verbal recognition, Leadership Lab website recognition, social media, newsletters, conference materials, and event marketing before and during Leadership Lab, providing outstanding visibility while supporting meaningful networking among transit professionals.

\$2,000
One Available



Help attendees stay refreshed while leaving a lasting impression. Be the exclusive Water Bottle Sponsor, with a custom ordered reusable water bottle distributed to every attendee at registration. This high-visibility keepsake will be used throughout the conference and long after Leadership Lab concludes. Your sponsorship also includes recognition on the Leadership Lab website, social media, newsletters, conference materials, pre-conference marketing and a verbal thank-you during the event.

\$2,500
One Available



Place your brand in the hands of every attendee by sponsoring the official Leadership Lab notebook. Used throughout the conference and long after attendees return home, this sponsorship provides lasting exposure while also including recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing before and during Leadership Lab. Sponsor to provide notebooks.

\$2,000
One Available



Every attendee will wear your brand throughout Leadership Lab. As the exclusive Lanyard Sponsor, your company logo will appear on every attendee credential lanyard, providing continuous visibility throughout the conference. Your sponsorship also includes recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing before and during Leadership Lab. Sponsor to provide Lanyards

\$2,000
One Available



Looking for something unique? We'll work with you to create a customized sponsorship that aligns with your organization's marketing goals and provides meaningful engagement with Leadership Lab attendees. Whether it's a networking activation, branded experience, giveaway, or another creative opportunity, your sponsorship will also include recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing before and during Leadership Lab.

\$1,500 +
One Available



Help keep the conversations flowing by sponsoring one of Leadership Lab's networking coffee breaks. Your organization will receive recognition at the refreshment station, verbal acknowledgement during the break, recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing before and during Leadership Lab.

\$500
Multiple Available



Place your promotional item, brochure, or branded giveaway directly into every attendee welcome bag, creating a lasting impression before attendees even enter their first session. Your organization will also receive recognition on the Leadership Lab website, social media, newsletters, conference materials, and event marketing before and during Leadership Lab.

\$500
Multiple Available



Show your support for the inaugural SWTA Leadership Lab as a Friend of Leadership Lab. This sponsorship includes recognition on the Leadership Lab website, newsletters, conference materials, and select event marketing before and during Leadership Lab, demonstrating your commitment to leadership development and the advancement of public transit. (No onsite signage is included with this sponsorship.)

\$500
Multiple Available

Ready to Become a Leadership Lab Partner?



THANK YOU

To Claim Your Sponsorship Email:

Admin@SWTA.org