



**2018 Fall Heritage Rail Alliance Conference**  
**Hosted by Cumbres & Toltec Scenic Railroad**  
**Santa Fe, NM**  
**November 7-11, 2018**  
**Sponsorship Opportunities**



**Gold Level \$15,000+**

**Sponsorship includes:**

- **Large logo placement on main event banners.**
- **Ten minute introduction at largest sponsored event.**
- **Logo and 200 word write-up in program guide.**
- **Banner for dinner or reception sponsorships.**

**Opportunities:**

**Opening Day Evening Reception: WhistleTix**

**Friday Night Reception: Rail Events**

**Silver Level \$10,000-14,999**

**Sponsorship includes:**

- **Medium logo placement on main event banners.**
- **Five minute introduction at largest sponsored event.**
- **Logo and 150 word write-up in program guide.**
  - **Banner for sponsored event.**

**Opportunities:**

**Train Ride: Cumbres & Toltec**

### **Bronze Level \$5,000-9,999**

#### **Sponsorship includes:**

- **Medium logo placement on main event banners.**
- **Logo and 100 word write-up in program guide.**
  - **Medium sign for sponsored event.**

#### **Opportunities:**

**Thursday Breakfast – \$8,250**

**Thursday Lunch – \*\$6,000 \*(HMBD contrib. ptr.)**

**Friday Breakfast – \$8,250**

**Saturday Buses to Train – \$8,500**

**Saturday Breakfast – \$5,000**

**Saturday Box Lunches – \$6,000**

### **Iron Level \$1,000-4,999**

#### **Sponsorship includes:**

- **Small logo placement on main event banners.**
- **Logo and 50 word write-up in program guide.**
  - **Small sign for sponsored event.**

#### **Opportunities:**

**Buses to Los Alamos – \$3,000**

**Gift Bags: Cont. Fabricators & Steam Ops.**

**Name Badges: Dynamic Ticket Solutions**

**Mix and match events to qualify for a higher level or co-op with another sponsor to get even more exposure! For example, sponsorship of gift bags and buses (total value of \$5,000) constitutes an upgrade the sponsorship to Bronze Level. For more information or to submit a sponsorship request, please contact Lynette Rickman, Executive Director of HeritageRail Alliance at [contact@atrrm.org](mailto:contact@atrrm.org).**

**For co-op sponsorships, the sponsors would equally split the sponsor package. Meaning a 100 word write-up would either include both descriptions, within the 100 words, or would be two 50 word writeups. As well as two logos would share the same space as one normal size logo on banner and print ads.**