



Sponsorship Opportunities

2023 Season: May - September
Beginning Memorial Day
Weekend and Ending Labor Day

The Santa Cruz Goals



Connect the beach and downtown, contributing to the economic vitality of both areas



Mitigate traffic and reduce the parking impacts in the beach area



Amenity for tourists and hotel patrons

Logistics

- **Hours of Operation:**
Noon-8 pm (weekends + Memorial Day, Labor Day, and 4th of July)
- **Average Ridership:** 14,663*/year
- **Route:**
 - Downtown
 - Del Mar Theatre
 - Locust Street Garage
 - Beach/Wharf
 - Marine Sanctuary Exploration Center



Sponsorship Levels

Level 3 - \$1500

- 200 Free Ride Coupons
- Custom Instagram Reel and social posts throughout season
- Business name on website
- Business name on promo poster
- Mention in Economic Development Newsletter

Level 2 - \$750

- 100 Free Ride Coupons
- Social posts throughout season
- Business name on website
- Mention in Economic Development Newsletter

Level 1 - \$500

- 50 Free Ride Coupons
- Business name on website
- Social posts throughout season