



Transfer station

Transfer station:
Use farecard to
transfer between lines



RAIL LINES NAMING RIGHTS

CTA is the second largest public transportation system in the United States serving the City of Chicago and 35 outlying suburbs with more than 81% of the public transportation trips in the six-county metropolitan area. CTA has 8 rail lines with more than 22 miles of track and 145 stations.

ANNUAL RAIL LINE RIDERS IN 2019

- Red Line: 67 million
- Blue Line: 43 million
- Orange Line: 32 million
- Brown Line: 47 million
- Green Line: 20 million
- Pink Line: 29 million
- Purple Line: 42 million
- Yellow Line: 2 million

NAMING RIGHTS BENEFITS

SIGNAGE EXPOSURE

- Sponsor ID on Station Signage at Rail Stations;
- Sponsor ID on Permanent Rail Station Maps;
- Sponsor ID on Directional Signage to Rail Stations;
- Sponsor ID on Rail Cars;
- Sponsor ID on active Digital Messaging screens at Rail Stations;
- Sponsor ID on Fare Vending Machines;
- Sponsor ID on Rail Car Interior Maps;
- Category Exclusivity.

SPONSOR ID IN ADDITIONAL MARKETING MATERIALS

- Sponsor ID included in all CTA Television, Radio and Print media buy, when applicable;
- Sponsor ID on fare cards, handheld maps and schedules.

ONLINE EXPOSURE

- Chicago Transit Authority website;
- Sponsor ID on Chicago Transit Authority Mobile Apps
- Sponsor ID on Chicago Transit Authority Facebook, Twitter and other social media;



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EVALUATION CRITERIA

While there are a number of criteria that will go into evaluating potential Naming Rights partners, some of those criteria are included below.

- Term of partnership
- Total value of partnership
- Corporate Social Responsibility
- Community Involvement
- Partnership activation plan
- Overall rider benefit

PREFERRED TERM

- 25 Years

*Additional benefits can be customized and are subject to CTA approval

For more information on terms, please contact The Superlative Group at 216-592-9400 or info@superlativegroup.com