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;
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