



2026 SPONSOR KIT

Holiday Lights Ride

Oh, what fun it is to ride!

Gary Public Transportation Corporation · December 2026 · Now across the Region



Prepared by Nexus Strategy & Implementation
for Gary Public Transportation Corporation



A holiday tradition on wheels

Every December, GPTC turns its buses into a holiday lights tour. Riders board at the Metro Center, sing carols, stop for cocoa and see the Region's best displays from a bus seat. It's free, it's joyful, and for many riders it's their first time on a bus.

2025: THE BUS SOLD OUT

100

RSVPs in the first 24 hours

75+

riders on Dec 20, 2025

~60%

more demand than seats

3

buses filled, including an added trip

Registration closed after 24 hours, so real demand was even higher.

WHY THIS RIDE IS DIFFERENT



Run by the transit agency

Most lights tours use trolleys or private coaches. This one runs on real GPTC buses with real GPTC operators.



A first ride for many

It brings people who don't usually ride to the Adam Benjamin Metro Center, and they leave knowing how to ride again.



Regional by design

In 2026, routes link Gary with Hammond, Whiting, Miller, Ogden Dunes and Portage. Sponsors reach families across the lakeshore.



For sponsors, that means reaching new riders, families and first-timers at a joyful moment, with transit as the story.



Two nights, two routes



West: Hammond & Whiting

Sat, Dec 12 · Board 4:30 · Depart 5:00

Boarding in downtown Hammond and at the Metro Center, with main boarding at Hammond Gateway Station (larger parking lot), then up to Whiting and Robertsdale.



East: Miller to Portage

Sat, Dec 19 · Board 4:30 · Depart 5:00

Boarding at the Metro Center plus the Miller and Ogden Dunes South Shore stations. Lake Street cocoa, Marquette Park, Lakewood and Oak Avenues, Ogden Dunes and Portage.

Free; registration required. Dates and stops are proposed and will be confirmed by GPTC. Map is schematic.



Choose how you ride with us

Level	What it is	Available	Suggested
Presenting Sponsor	Series named for you: "Holiday Lights Ride presented by ____"	1	\$5,000
Ride Sponsor	Own one night and route, with a co-branded flyer and registration page	1 per night (2)	\$2,500
Sleigh Bus Sponsor	A decorated, branded bus from Thanksgiving through the ride nights	1 per bus	\$1,500
Departure Lounge Sponsor	Host the 4:30 boarding hour: music, Santa photos, how-to-ride table	1 per night (2)	\$1,000
Stop Sponsor	Host or fund a 15–20 minute cocoa, art, lights or photo stop	Several	\$500–1,000
Community Partner	Cocoa, swag, volunteers, promotion or a venue	Open	In kind

Suggested amounts are starting points. Any level can be met partly or fully in kind.

Presenting Sponsor is currently in discussion. Contact GPTC about availability.

SPOTLIGHT: THE SLEIGH BUS



A month of rolling visibility

Because planning starts in October, GPTC can decorate a bus in your name for the whole holiday season. It rides regular routes from Thanksgiving week, then leads the Holiday Lights Ride nights. Your sponsorship works for a month, not just one evening.



What sponsors get

Benefit	Presenting	Ride	Sleigh Bus	Lounge	Stop	Community
Name in the series title	●	—	—	—	—	—
Logo on all flyers and Eventbrite pages	●	●	—	●	—	—
Tagged Facebook and Instagram posts and countdown Stories	●	●	●	●	●	●
Named in the press release	●	●	—	—	—	—
Welcome moment or table at the Metro Center	●	—	—	●	—	—
Onboard recognition by the host or operator	●	●	●	—	●	—
Passport stamp and pin on the route map	—	—	—	—	●	—
Logo on the keepsake ornament or certificate	●	—	—	—	—	—
Photos and video to reuse on your channels	●	●	●	●	●	●
Listed in the January recap and GPTC Impact Report	●	●	●	●	●	●

● all ride nights ● your ride night only

Every sponsor also receives



A post-event recap with photos and rider numbers



Tags across GPTC's Facebook and Instagram campaign



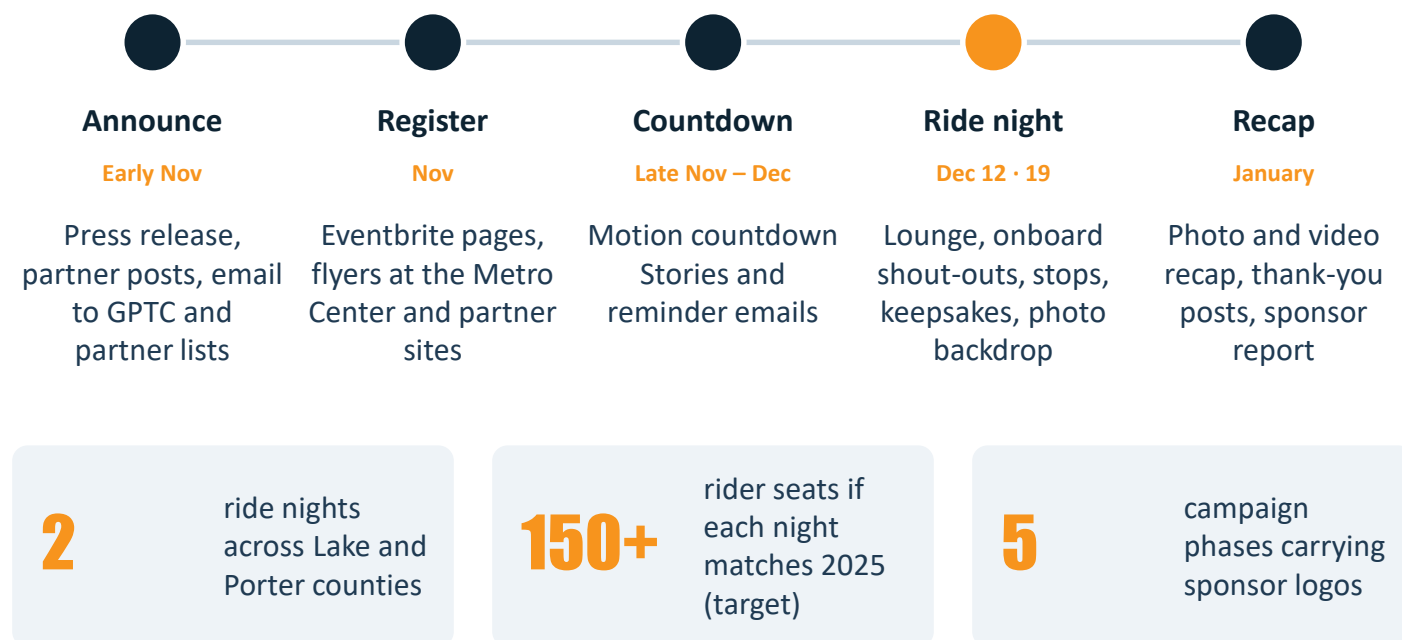
A listing in the GPTC Impact Report



A thank-you post after the ride



Where your brand shows up



MORE WAYS TO JOIN THE RIDE

- | | |
|--|---|
|  <p>Host a cocoa stop
Serve cocoa and a treat as the bus pulls in.</p> |  <p>Host an art stop
A lit mural, gallery window or live painter.</p> |
|  <p>Host a lights stop
A park, block or home display, music piped onboard.</p> |  <p>Photo & Santa stop
A GPTC bus-frame backdrop with your logo.</p> |
|  <p>Promote
Share the flyer and registration link with your network.</p> |  <p>Bring people power
Volunteers, carolers or a youth group to greet riders.</p> |

KEEPSAKES YOU CAN SPONSOR

Annual bus ornament · "My First Bus Ride" certificate · Rider passport · GPTC beanies and cocoa mugs · Junior Operator badges · Carol book and Lights Bingo



How to sign on

Oct 16

Share this kit with your team or board and send us your follow-up contact

Oct 23

Tell us your level or role: sponsor, stop host, volunteers or promotion

Oct 30

Confirm your sponsorship and send logo files (vector or high-resolution PNG)

Nov 9

Campaign launches and registration opens, with your logo on board

SPONSOR COMMITMENT (REPLY BY EMAIL WITH THESE DETAILS)

Organization

Contact name, email and phone

Sponsorship level

Ride night (if Ride or Lounge Sponsor)

In-kind contribution, if any

Name as it should appear on materials

Questions or ready to ride?

David W. Wright · Gary Public Transportation Corporation · dwright@gptcbus.com ·
219.885.7555 x204
Adam Benjamin Metro Center · 100 W. 4th Ave, Gary, IN 46402