



## CapMetro Cares Program

As an agency serving our community with public transportation options, Capital Metro seeks relationships with not-for-profit 501(c)3 organizations that share our values and goals. Through the CapMetro Cares program, the agency will offer qualifying partners an opportunity to display co-branded promotional messaging on CapMetro transit vehicles. The goal of the program is to leverage available advertising space to raise awareness of participating organizations and to support CapMetro's strategic priority for being a valued community partner.

CapMetro will review applications every 90 days and select up to two organizations to participate in the program concurrently. Artwork will be placed on vehicles for a minimum of 30 days and may be extended at the discretion of CapMetro based on availability and timeliness. Organizations may apply for consideration once every 120 days. Selection of CapMetro Cares partners is at the discretion of the CapMetro, and the agency will assume responsibility for the design, printing, installation and removal of either full-wrap or full-side bus advertisements to promote the partner organization. Artwork will feature the co-branded message, "Presented by CapMetro Cares."

There is no charge for participating in the program. To be eligible, partners must submit a written application to Jackie Nirenberg, Community Engagement Manager at [jackie.nirenberg@capmetro.org](mailto:jackie.nirenberg@capmetro.org). Applications will be evaluated based on the following criteria: 1) organization's primary mailing address within the CapMetro's service area; 2) alignment with CapMetro's mission, guiding principles and strategic operating plan; and 3) organization must demonstrate significant service and impact to the residents of Central Texas.

We look forward to partnering with your organization!

To apply please provide the following information via email to [jackienirenberg@capmetro.org](mailto:jackienirenberg@capmetro.org):

- 1) Name of the organization
- 2) Applicant name, title and contact information
- 3) Primary mailing address of the organization
- 4) 501(c)(3) status (YES or NO)
- 5) Mission of the organization
- 6) Alignment with CapMetro's mission
- 7) Who and how many benefit from the organization's services
- 8) How becoming a CapMetro Cares partner will help advance the organization's goals