



United Motorcoach Association

A large, blue-tinted bokeh image serves as the background for the lower portion of the slide. It depicts a blurred scene of an indoor event space with many bright, out-of-focus light sources, likely from stage lighting or displays, creating a sense of depth and activity. Silhouettes of people can be faintly seen in the background.

# Sponsorship Opportunities 2025-2026



United Motorcoach Association

**Exclusive opportunities to connect with industry leaders through strategic sponsorships across UMA's premier events and digital platforms.**

**Explore sponsorships that connect your brand with UMA's top programs.**

- >> Video & Webinar Sponsorships:** Gain visibility through UMA's most-watched digital updates for operators and decision-makers.
- >> UMA Safety Management Seminar:** Reach professionals committed to safety, compliance, and risk reduction.
- >> 2026 Bus and Motorcoach Industry Legislative Fly-In:** Connect with operators and executives advocating for smart, effective transportation policy.
- >> Sales & Marketing Summit:** Showcase your solutions to growth-minded sales, marketing, and business leaders.





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# Video & Webinar Sponsorships

**Be seen where industry leaders stay informed.**

**This high-impact sponsorship bundle puts your brand in front of operators, executives, and decision-makers through two of UMA's most-watched digital channels:**

- >> Town Hall Webinar:** Monthly live webinar with 50+ engaged professionals. Includes 5–10 minutes of sponsor-provided educational airtime.
- >> Motorcoach Minute:** Monthly video news roundup featuring your commercial, distributed via email, during the webinar, and on UMA's website.

## Sponsorship Package – \$995/mo

Ad specs: Static .jpg or .gif only (no animation). Consecutive Town Hall sponsorships not permitted—must allow a two-month gap between bookings to accommodate other sponsors.

**This is a smart, streamlined way to showcase your brand where trusted industry conversations happen.**



# UMA Safety Management Seminar

**Sponsoring the Safety Management Seminar puts your brand in front of engaged industry leaders focused on safety, compliance, and risk management—making it a prime opportunity to connect with those who influence operational decisions and value trusted partnerships.**

**This seminar delivers exceptional value to participants:**

- >> Fresh Perspectives:** Expert presentations on safety and compliance for owners, managers, dispatchers, and senior drivers.
- >> Hands-On Learning:** Workshops and discussions focused on passenger safety and risk mitigation.
- >> Networking Value:** Build peer connections while exploring the latest safety management practices.







# Safety Seminar Sponsorship Opportunities

**UMA offers four high-impact sponsorships. All packages include these standard benefits:**

- Logo on on-site signage
- Table-top display for promotional items
- Verbal recognition during opening remarks
- Post-conference attendee list on request

**1**

## **Platinum Sponsor – \$3,299**

- Logo as event Platinum Sponsor in all promotions
- One complimentary seminar registration
- Standard sponsor benefits

**2**

## **Lanyard Sponsor – \$2,199**

- Logo on all promotions and program webpage
- One complimentary seminar registration
- Standard sponsor benefits

**3**

## **Networking Lunch Sponsor – \$1,299**

- Logo on all promotions, webpage, and at event
- Standard sponsor benefits

**4**

## **Networking Break Sponsor – \$699**

- Logo on all promotions, webpage, and emails
- Standard sponsor benefits



# 2026 Bus and Motorcoach Industry Legislative Fly-In

Sponsoring the Legislative Fly-In puts your brand in front of industry leaders who are actively shaping federal policy. It's a high-visibility opportunity to support motorcoach advocacy and connect with decision-makers driving the industry's future.

## What the Fly-In is and what it accomplishes:

- » **Advocacy in Action:** UMA members meet with lawmakers in Washington, D.C., to champion key industry issues.
- » **Policy Focus:** Recent topics include toll parity, charter service protections, and tariff relief.
- » **Powerful Presence:** Strengthens the industry's voice and builds lasting legislative relationships.
- » **Engaged Audience:** Attracts owners and executives committed to long-term industry success.





# Legislative Fly-In Sponsorship Opportunities

**These sponsorships offer meaningful visibility among engaged operators and executives while demonstrating your commitment to the future of the motorcoach industry.**

**Each of these opportunities include the following recognition:** All sponsors are recognized during the orientation and wrap-up meetings, in daily editions of Bus and Motorcoach NewsFLASH throughout the event, and in the UMA L&R Report presented at the 2026 UMA EXPO in Birmingham, AL.

1

**Partial Dinner Sponsor – \$3,300**

>> Three available

2

**Breakfast Sponsor – \$2,200**

3

**Wrap-up Meeting Sponsor – \$1,650**

4

**Supporter – \$550**



# Sales & Marketing Summit Sponsorship Opportunities

**Sponsoring the Sales & Marketing Summit puts your brand in front of engaged, growth-focused professionals looking for new tools and partnerships. It's a chance to align with a dynamic, solutions-driven event that energizes the entire industry.**

## About the Summit:

- >> Virtual Reach:** A convenient online event attracting participants from across the country.
- >> Growth Focus:** Covers real-world sales and marketing strategies to help businesses thrive.
- >> Diverse Audience:** Attended by owners, managers, frontline staff, and marketing professionals.
- >> Engagement Opportunity:** Your brand will be seen by decision-makers and those who influence customer interactions daily.







# Sales & Marketing Summit Sponsorship Opportunities

**Gain targeted exposure to industry professionals focused on sales, branding, and growth. The UMA Sales & Marketing Summit draws owners, managers, and front-line staff looking for practical strategies and new solutions.**

**1**

## **Lead Sponsor – \$3,300**

- » LIMITED to One
- » Two complimentary registrations
- » Opportunity to address attendees (with the possibility to lead a session topic\*)
- » Logo in pre-meeting email and on Sales Summit webpage
- » Standard sponsor benefits

**2**

## **Co-Sponsor – \$2,199**

- » One complimentary registration
- » Logo in pre-meeting email and on Sales Summit webpage
- » Standard sponsor benefits

**3**

## **Break Sponsor – \$949**

- » Logo displayed during a break and stretch guide option
- » Logo on Sales Summit webpage
- » Standard sponsor benefits

**4**

## **Supporter – \$549**

- » Logo on Sales Summit webpage
- » Standard sponsor benefits

### **Standard Sponsor Benefits**

- » Logo on sponsor slides
- » Verbal recognition during opening and closing remarks
- » Post-conference attendee mailing list on request
- » Logo on pre-meeting emails



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# Ready to Elevate Your Brand?

**Sponsorship is more than visibility—it's a chance to showcase your business, align with industry leaders, and make meaningful connections.**

Have questions or need guidance on the best fit for your goals?  
We're here to help.

Contact us today to explore how your sponsorship can make a lasting impact.

Contact: **Jordan Pearson**, Marketing & Ad Sales Manager

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