REQUEST FOR INTEREST

MBTA CORPORATE PARTNERSHIP PROGRAM

December 26, 2013

Introduction

The MBTA is pleased to announce the launch of its Corporate Partnership Program for all subway, bus and commuter rail stations or other assets operated and owned by the MBTA. The Corporate Partnership Program is a strategic initiative designed to create private-public partnerships with a limited number of sponsors for selected MBTA naming opportunities. This unique Program goes beyond traditional sponsorship to a deeper level of innovative and holistic partnerships, including benefits such as naming rights, branding, station advertising, and on-line and on-site promotions that will commercially align local and international brands with MBTA’s most valuable assets.

The MBTA is currently seeking expressions of interest for stations, rail or transit lines and other assets for partnerships. An Expression of Interest Form is attached. Feel free to use the form for as many assets as there is interest.

Goals and Objectives

**MBTA**
- Improvement of the quality of patron experience.
- Development of new non-fare revenue.
- Creation of a family of partners which promote and elevate MBTA’s brand and create relevant, authentic and compelling associations.
- Improve way-finding for patrons including those with disabilities.

**Corporate Partner**
- Brand differentiation from competitors.
- Access to a powerful, holistic and innovative marketing platform.
- Generation of brand awareness to a captive audience of millions of potential customers.
- Enhancement of image as a good corporate citizen.
- Demonstration of a commitment to the MBTA patron population.
- Association of the brand with a respectable and well-known organization such as the MBTA.
Corporate Partner Benefits

As a corporate partner of one of the available opportunities, your company will have access to an innovative and integral partnership program with the MBTA that combines a great variety of rights and benefits.

- Station/Line Naming Rights
  - Name on Station/Line and System Signage (See Appendix B)
  - Name on Printed System Maps
  - Name on Website Maps
- Exclusivity for Naming Rights at sponsored station/line
- Right of First Offer for Station/Line Advertising
- On Site Promotional Activities
- MBTA Website Exposure
- Automated Stop Announcements

Other revenue generating ideas are welcome and will be considered as will ideas that provide other value to the MBTA. Proposers are encouraged to offer detail on how these additional ideas bring value to the MBTA and MBTA patrons.

Current Available Opportunities

The MBTA is simultaneously launching request for proposals for corporate partnerships for specific stations as detailed below. Proposals for these assets are due by **1:00 PM February 27, 2014** and may be downloaded from the TRA website: www.transitrealty.com.

**Stations**

<table>
<thead>
<tr>
<th>Airport</th>
<th>East Boston</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Crossing</td>
<td>Boston</td>
</tr>
<tr>
<td>Park Street</td>
<td>Boston</td>
</tr>
<tr>
<td>Back Bay</td>
<td>Boston</td>
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<tr>
<td>North Station</td>
<td>Boston</td>
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<tr>
<td>State Street</td>
<td>Boston</td>
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<tr>
<td>Boylston</td>
<td>Boston</td>
</tr>
<tr>
<td>South Station</td>
<td>Boston</td>
</tr>
<tr>
<td>Yawkey</td>
<td>Boston</td>
</tr>
</tbody>
</table>

**Transit Lines**

- Blue Line
- Green Line
- Red Line
Other Available Opportunities

**Transit Stations** (see attached list of transit stations and transit map)

**Commuter Rail Stations** (see attached list of commuter rail stations and commuter rail map)

Lines
- Orange Line
- Silver Line
- Commuter Rail

**Parking Garages**

**Other assets owned and operated by the MBTA**

**Prohibited Categories**

Businesses in the following categories will not be considered for participation: Adult Content, Political Parties and Messages, Arms/Guns, Family Names, Religious Groups and Associations, Alcohol, and Tobacco products.

The MBTA reserves the right to reject any corporate partner that is considered incompatible with the MBTA image at the MBTA’s sole discretion.

**Roles of IMG and TRA**

**IMG** is the designer of the MBTA Corporate Partnership Naming Rights program and serves as the MBTA’s Exclusive Marketing and Sales Representative.

**Transit Realty Associates, LLC** is the designated representative of the MBTA for real estate dispositions and asset management. TRA is responsible for overseeing and managing the RFP, evaluation and contract process.

For more information contact:

**Project Executive - RFP Administration**
Francis DeCoste, Chief Operating Officer
Transit Realty Associates, LLC
77 Franklin Street, 9th Floor
Boston, MA 02110
P: 617-482-2525  E: FDecoste@transitrealty.com

**Exclusive Marketing/Sales Representative for the MBTA Corporate Partnership Program**
Todd Parker, Vice President, IMG Consulting
304 Park Avenue South
NYC, NY 10010
P: 212-774-4519  E: todd.parker@imgworld.com

MBTA Corporate Partnership Program – Request for Interest
<table>
<thead>
<tr>
<th>Ranking</th>
<th>Station</th>
<th>FY13 Typical Weekday Entries</th>
<th>Route</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>South Station</td>
<td>23,890</td>
<td>Red/Silver</td>
</tr>
<tr>
<td>2</td>
<td>Downtown Crossing</td>
<td>22,402</td>
<td>Orange/Red</td>
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<td>3</td>
<td>Harvard</td>
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<td>4</td>
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<tr>
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<td>Davis Square</td>
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<td>14</td>
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<td>Science Park</td>
<td>995</td>
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<tr>
<td>63</td>
<td>Courthouse</td>
<td>906</td>
<td>Silver</td>
</tr>
</tbody>
</table>
## COMMUTER RAIL NORTH

### Rockport/Newburyport Line

- North Station
- Chelsea
- River Works
- Lynn
- Swampscott
- Salem
- Beverly

<table>
<thead>
<tr>
<th>Newburyport (split)</th>
<th>Rockport</th>
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<tbody>
<tr>
<td>North Beverly</td>
<td>Montserrat</td>
</tr>
<tr>
<td>Hamilton/Wenham</td>
<td>Prides Crossing</td>
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<tr>
<td>Ipswich</td>
<td>Beverly Farms</td>
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<tr>
<td>Rowley</td>
<td>Manchester</td>
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<tr>
<td></td>
<td>West Gloucester</td>
</tr>
<tr>
<td></td>
<td>Gloucester</td>
</tr>
</tbody>
</table>

### Haverhill Line

- North Station
- Malden Center
- Wyoming Hill
- Melrose/Cedar Park
- Melrose Highlands
- Greenwood
- Wakefield
- Reading
- North Wilmington
- Ballardvale
- Andover
- Lawrence
- Bradford
- Haverhill

### Lowell Line

- North Station
- West Medford
- Wedgemere
- Winchester Center
- Mishawum
- Anderson/Woburn
- Wilmington
- North Billerica
- Lowell

### Fitchburg Line

- North Station
- Porter
- Belmont Center
- Waverley
- Waltham
- Brandeis/Roberts
- Kendal Green
- Hastings
- Silver Hill
- Lincoln

- Concord
- West Concord
- South Acton
- Littleton/495
- Ayer
- Shirley
- North Leominster
- Fitchburg

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MBTA Corporate Partnership Program – Request for Interest
### COMMUTER RAIL SOUTH

**Worcester Line**
- South Station
- Back Bay
- Yawkey
- Newtonville
- West Newton
- Auburndale
- Wellesley Farms
- Wellesley Hills
- Wellesley Square

**Worcester Line continued**
- Natick
- West Natick
- Framingham
- Ashland
- Southborough
- Westborough
- Grafton
- Worcester

**Needham Heights Line**
- South Station
- Back Bay
- Ruggles
- Forest Hills
- Roslindale Village
- Belleview
- Highland
- West Roxbury
- Hersey
- Needham Junction
- Needham Center
- Needham Heights

**Fairmount Line**
- South Station
- Newmarket
- Uphams Corner
- Four Corners/Geneva
- Talbot Avenue
- Morton Street
- Fairmount
- Readville

**Wickford/Providence/Stoughton Line**
- South Station
- Back Bay
- Ruggles
- Hyde Park
- Rt. 128/University Avenue
- Canton Junction

**Wickford/Providence (split)**
- Sharon
- Mansfield
- Attleboro
- South Attleboro
- Providence
- T.F. Green
- Wickford Junction

**Stoughton**
- Canton Center
- Stoughton

MBTA Corporate Partnership Program – Request for Interest
## Greenbush Line
- South Station
- JFK/Umass
- Quincy Center
- Weymouth Landing/East Braintree
- East Weymouth
- West Hingham
- Nantasket Junction
- Cohasset
- North Scituate
- Greenbush

## Forge Park/495
- South Station
- Back Bay
- Ruggles
- Hyde Park
- Readville
- Endicott
- Dedham Corporate Center
- Islington
- Norwood Depot
- Norwood Central
- Windsor Gardens
- Plimptonville
- Walpole
- Norfolk
- Franklin/Dean College
- Forge Park/495

## Kingston/Plymouth Line
- South Station
- JFK/Umass
- Quincy Center
- Braintree
- South Weymouth
- Abington
- Whitman
- Hanson
- Halifax

**Kingston** (split) **Plymouth**
- Kingston
- Plymouth

## Middleborough/Lakeville Line
- South Station
- JFK/Umass
- Quincy Center
- Braintree
- Holbrook/Randolph
- Montello
- Brockton
- Campello
- Bridgewater
- Middleborough/Lakeville

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MBTA Corporate Partnership Program – Request for Interest
EXPRESSION OF INTEREST FORM

If company is interested in any MBTA asset(s) other than the specific locations being offered at this time as listed in this Request for Interest, please specify the asset of interest as well as your offer in terms of sponsorship package content, annual fee (attach design and logo and any other information desired). Submit a form for each asset of interest and indicate priority rank.

Station ___________________________ Line ___________________________

Line ___________________________

Other ___________________________

Suggested Annual License Fee ___________________________

Rank of Property _______ (1-10 where 10 is highest)

Print Company Name

Print Name and Title

Street Address

City ___________________________ State _______ Zip Code ___________

Contact Person: ___________________________

Telephone (office): ___________________________ Telephone (cell): ___________________________

EMAIL: ___________________________