



**Reach Fleet Managers  
NOW!**

**AltWheels Fleet Day Goes VIRTUAL!  
Monday, October 5, 2020**

AltWheels Fleet Day, the largest meeting of corporate and municipal Fleet Managers on the East Coast, consists of panels, exhibits, and vehicles offering a showcase of alternative transportation solutions.

This year, AltWheels Fleet Day will go virtual which allows for exciting new opportunities for sponsors and speakers!



**Sponsorship of AltWheels is a great way to reach  
corporate and municipal Fleet Managers!**

For questions, please contact: Meg Rivett  
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[www.altwheels.org](http://www.altwheels.org)



## **WHY SPONSOR:**

Sponsorship of AltWheels is a great way to reach corporate and municipal Fleet Managers. This year's event will be held virtually, which provides expanded opportunities for reaching your target audience. We will have several keynote speakers this year including Anirban Basu, Chairman and CEO of the Sage Policy Group. Anirban serves as Chairman of the Maryland Economic Development Commission, teaches global strategy at Johns Hopkins University, and serves the Chief Economist function for a number of organizations around the country. Harvey Leonard, the chief meteorologist on WCVB-TV Channel 5 in Boston, will also be a featured speaker among several others in the environmental field.

Past Fleet Days have featured in-person gatherings including around 200 Fleet Managers from leading companies such as: Biogen IDEC, Boston Duck Tours, Bose, Coca-Cola, Fidelity, Eversource Energy, EMC, Federal Express, Fleet Liberty, Fleet Electrical, Gillette, Green Mountain Power, GTECH, IKEA, Invensys, Johnson & Johnson, Juice Bar, Liberty Utilities, Millennium Pharmaceuticals, Millipore, NSTAR, Otis, Pepsi, Staples, Stop and Shop, Textron, Tyco, WB Mason, Wright Express, among others.

Fleet Day participants have also included Fleet Managers from more than 30 cities and towns in Connecticut, Massachusetts, New Hampshire, New York, Maine, Vermont, and Rhode Island. Additionally, many state and federal agencies such as MassDOT, DOT, EPA, CalStart, attend AltWheels.

Fleet Day, winner of an EPA Region I award, also attracts Fleet Managers from colleges/universities, hospitals, and last mile delivery providers among others. Recent attendees from institutions include Harvard University, Merrimack College, MIT, the University of Massachusetts - Amherst, Yale University, and the University of New Hampshire among others.

## **SPONSORSHIP BENEFITS:**

Fleet Day sponsorship offers a variety of marketing benefits. Sponsors can choose from packages that can include:

- Sponsor name on a panel ("ABC Panel Presented by \_\_\_\_\_")
- Sponsor participation on panel
- Sponsor logo on screen in rotation with other sponsors
- Sponsor messaging in scroll across bottom of screen in rotation with other sponsors
- 30-second commercials shown in rotation with other sponsors
- Virtual vehicle tours on website
- Pre-program sneak peek interviews/clips
- Logo and link on AltWheels website
- Push notifications to remind attendees about sponsored sessions
- Sponsored Break-Out Rooms
- VIP Break Roundtables featuring special offers and content
- Inclusion in all pre-event promotion – press releases, eblasts, social media, etc.
- Dedicated eblasts to targeted recipient list

Panel participation and other speaking roles allow sponsors to reach attendees directly. Videos of all presentations, as well as speaker Power Points and videos, and information on our sponsors, remain available on our website following the event. Past videos are archived and still available.

***Our generous sponsors over the years have included more than 100 transportation and fleet leaders:***

Air Liquide	Ford Motor Company
Altec	Forever Green
American Honda	Frank Lamparelli
American Natural Gas	Frito Lay
American Power Group	Fuel Oil & News
AmeriGas	GDF Suez Distrigas
Automotive Career Development Center	GE Capital Solutions
AVSG LP	General Motors Fleet & Commercial
Azure Dynamics	General Truck Center
BAF Technologies	Genuine Parts Co
Blue Bird	Geotab Inc
BMW Gallery	Global CNG LLC /OsComp
Bob Mann's Auto Conversions	GPS Insight
Boston Truck & Van	Greenfield Compression
Braun's Express	Greenlots
Buckley Heating and Cooling	Gulf Oil Limited Partnership
BYD Motors, Inc.	Herb Chambers Smart Center
Capital Lease Group	Heritage Propane AutoGas
Carma Systems	Hino Trucks
Chargepoint	Homeland Energy Resources Development, Inc.
City of Boston Clean Diesel Program	ICOM North America/Cusson Automotive
Clean Energy	Isuzu Commercial Truck of America
Clipper Creek	Jasper Engines & Transmissions
ConVerdant Vehicles	Kia Motors America, Inc.
Cummins Northeast, Inc.	Landi Renzo
DATTCO & Crosspoint Kenetics	Leggett & Platt CVP
Dennis K. Burke	Leggett Platt
Derive Systems	LGS Group /Automotive Technologies
Dixie Chopper	Lincoln Service & Equipment company
Dow Chemical Company	Malone Specialty Inc.
Eastern Propane	Manchester Honda
Eastern States Insurance Agency, Inc.	Massachusetts Clean Cities Coalition
Eaton Corporation	Massachusetts Environmental Trust
eGO Vehicles, LLC	Massachusetts Hydrogen Coalition
Energy Xtreme/Mach 5 Supply	Massachusetts Port Authority
Enova Systems	Massachusetts State Police
eNow, Incorporated	MassPort
EV Launchpad	Mazda North American Operations
Eversource Energy	McDevitt Trucks
Fermata Energy	McLaughlin Chevrolet
Ferrellgas New England	Mecedes Benz
Filter Sensing Technologies Inc.	Meridian Associates, Inc.

FLO	Metropolitan Area Planning Council
Minuteman Trucks, Inc.	Stop & Shop
MOR_EV	Telogis
NAFA-New England	The Foresight Project
National Biodiesel Board	The Lion Electric Co
National Fleet Hybrids	Toyota Motor North America
National Grid	Tri State Truck Center
Navistar Estar presented by Dattco Sales & Service	United Soybean Board
New England Detroit Diesel-Allison	US EPA "Smartway Transport Partnership"
Newport Biodiesel	Valance
Nissan	VIA Motors
Nitco	VOLTREK
North American Equipment Upfitters, Inc.	Westport Fuel Systems
Northeast Gas Association	White Mountain Biodiesel
Northeast Utilities /NSTAR	Worthington Industries
Nstar	WTS International
Nuvera	XL Fleet
OLEV Technologies	XL Hybrids
Optimus Technologies	Xpress natural Gas
Paraco Gas	Xtreme Green Products
Paul Revere Transportation	
Penske Truck Leasing	
Peterbilt	
Peterson Oil Service	
Pete's Tire Barn	
Petro Home Services	
PlanetTran	
Propane Gas Association of New England	
ReVision Energy	
RKI Instruments	
Roush Clean Tech	
Royal Limousine	
Samsara	
Smart Center of Lynnfield	
SmartWay	
Smith Electric	
Society of Automotive Engineers	
Sprague Energy	
SSP	
Staples	
Stoneham Motor Company	

## Hear what AltWheels sponsors and attendees have to say!

“For me, AltWheels Fleet Day has become the place to learn about the newest cutting-edge transportation technologies and alternative fuel opportunities and how they can create efficiencies for corporate fleets. AltWheels fleet day also provides a networking opportunity with some of the most respected and influential people in the alt fuels industry.”

**Thomas O’Leary, National Account Manager Ford Motor Company**

“AltWheels is the premier fleet gathering in the Northeast, and a critical learning opportunity for those considering EV adoption.”

**Cornelius Willingham, Manager Electric Vehicle Fleet Business Development Nissan**

“My colleagues and I at EPA New England look forward to AltWheels Fleet Day every year as a way to really connect with agencies, fleets and technology experts who are all working in different ways toward a cleaner, more efficient transportation future for the region. The hosts do a great job of making sure the presentations are real-world-oriented and rich in useful info, and that discussion is relaxed and frank. Keynote speakers are inspiring because they’re visionary, but grounded. I don’t have the patience for many conferences, but this one is always worthwhile!”

**Abby Swaine, SmartWay and Clean Freight Programs US EPA Region 1**

“I attended AltWheels for the first time in 2017 not only as a speaker and moderator but as a fleet manager with great interest in alternative fuels and technology. Not only can one gain great insight into the progress in the alt fuel area, but attendees can also learn about new technologies for the future. Attendees can also meet with experts in the field as well as providers of different technologies and see first-hand how these technologies work in different types of vehicles. Networking with peers is valuable as fleets move towards alternative fuels and this event provides the best opportunity for New England fleets to network and discuss these technologies. I hope to continue attending not only in 2018 but in years beyond.”

**Ronald Gitelman, Fleet Administrator Yale University**

“I have been attending, participating, speaking, and displaying alternative fueled vehicles since the inception of AltWheels. It is the premier event in the Northeast for new fleet technologies; and a remarkable way to see what’s new all in one location. Vehicles, fuels, current and future transportation resources all come together with a variety of topics. As a vendor, AltWheels is always at the top of our list!”

**Barry Carr, Regional Manager**

“I have attended AltWheels since its inception. Each year I have gained valuable knowledge as to what is going on in the alt fuels industry. Networking is always an important factor in any type of meeting that you attend. At AltWheels there are so many opportunities to meet people from various alt fuel industries - the cost is far outweighed by the contacts and information that you can gather all in one place!”

**Fred Davies, Director - Fleet & Facilities Town of Framingham**







## AltWheels Sponsorship Contract

Company Name: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

CORPORATE SPONSORSHIP LEVEL (Please check one):

- Presenting Sponsor (3 available): \$10,000**
- Premier Sponsor: \$5,000**
- Gold Sponsor: \$3,000**
- Silver Sponsor: \$2,000**
- Bronze Sponsor: \$1,250**
- Green Sponsor: \$750**
- E-Supporter: \$500**

Please make checks payable to AltWheels and mail to:

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