

Let's Celebrate TRANSPORTATION!



In 2014, the Transportation Association of Canada will mark its 100th anniversary. That in itself is a milestone worth commemorating but it's also a special opportunity to celebrate the past, present and future of the transportation sector as a whole in Canada!

Find out how to join in the centennial celebrations and benefit from the partnership by:

- Positioning your organization among the leading players in the Canadian transportation community
- Promoting your programs and initiatives to select target groups
- Better informing Canadians of the importance of transportation to the country's socio-economic well-being
- Getting prominent recognition for your participation

Centennial Project Partnerships Will Yield Results!

What's Happening in 2014?

The Transportation Association of Canada (TAC) is developing a broad range of activities highlighting both its 2014 centennial and the importance of this country's transportation sector. These celebrations will focus attention not only on the rich history of our industry but also on its current major undertakings and on the innovations that promise to transform transportation as we know it today. Plans call for a year-long cross-country celebration, beginning in January 2014 and peaking at the Annual TAC Conference and Exhibition to be held in Montreal in the fall.

Core communications vehicles and activities will be launched by TAC while some potential projects offer partnership opportunities for the Association's members and other transportation stakeholders.

What Do We Want to Accomplish?

Canada's transportation industry can seize this special occasion to not only achieve strategic corporate objectives but to also disseminate some important high-level messages!

TAC is targeting four key groups in its celebration initiatives. We want to connect with our membership and to reach out to the transportation industry as a whole by having everyone join in the celebrations. Most significantly though, our centennial mission is to ensure that students and the general public discover the importance of the transportation sector to the quality of life Canada enjoys and that they all learn more about how the sector is changing to better protect the environment and support sustainable transportation. We also want students to become aware of the many current and future career opportunities in our sector.

Let's raise the profile of the transportation sector at a time when competing interests for limited funds underscore the need to remind Canadians of the pivotal role that the sector plays in our daily lives!

TAC Laying Celebration Foundations

TAC is planning a series of core communications vehicles and activities that it will implement on its own. These will serve as a foundation for a successful national celebration and support member and stakeholder organizations by providing them with cost-effective tools to carry out their centennial projects.

TAC's undertakings include an online celebration toolkit with suggested activities and a suite of resources, centennial proclamations by governments, a public relations campaign based on the greatest moments in Canadian transportation history, promotional items and a centennial website – a hub of information and celebration for 2014 with innovative and engaging features to draw the interest of a wide range of audiences.

As well, TAC is working on several initiatives to ensure that its 2014 Annual Conference and Exhibition will be a truly memorable high-profile event.

What You Can Do – There's a Centennial Project That's Right for Your Organization!

A number of communications vehicles and activities are proposed as high-payoff opportunities for TAC members and industry partners to participate in the 2014 centennial celebrations by investing the required amounts either individually or in groups pooling their resources. If you are interested in undertaking or contributing to any of the potential projects outlined here, it is important that you let us know as soon as possible. Projects will not be launched until they become financially viable.

All costs are preliminary estimates subject to revision prior to finalization of partnership agreements and project launch.

Project No. 1 – Transit Advertising Campaign

TAC plans on preparing a series of interior and exterior transit advertisements to celebrate transportation. Partners will be able to insert their names and logos into the ads and purchase advertising space to reach transit riders and the general public in given markets. Costs will vary significantly based on the type and number of ads purchased and the duration of the campaign. For example, the cost of interior card or poster advertising for a four-week period could range from \$30,000 to \$250,000 in a major market and from \$5,000 to \$20,000 in a smaller market. Other transit products could be made available on request.

Project No. 2 – Newspaper Supplement

To be published in a broadly distributed English-language newspaper and/or French-language newspaper, this supplement will feature stories on the past, present and future of transportation in Canada. Funded by ads placed in the supplement, the initiative is tentatively scheduled for the fall of 2014 to coincide with TAC's Annual Conference and Exhibition or for the spring.

The size of the supplement is directly related to advertising space sold. For instance, the cost of producing and publishing one page of editorial content in both an English-language daily and a French-language daily could range from \$75,000 to \$85,000, which largely reflects the cost of purchasing one page of advertising.

Project No. 3 – Centennial Book

This commemorative coffee table style book will contain captivating images from the Canadian transportation sector – a collection of the best photos from various archival sources accompanied by descriptive captions. The bilingual four-colour publication will also include a very brief overview of transportation as a whole in Canada. The net cost of producing 1500 copies of a 150-page book, which would both be sold at a reasonable price as well as given to a small group of select individuals, could range from \$50,000 to \$60,000.

Partners in this project will be given prominent recognition in the centennial book.

Project No. 4 – Lecture Series

A total of five to ten lectures on transportation today, yesterday and tomorrow in Canada will be delivered throughout the country. The lecturers will be selected among leading researchers in fields related to transportation – from history and sociology to urban design, engineering and environmental studies. Each lecture will present an opportunity to bring together transport sector leaders, elected officials, students, the general public and the news media. Video footage from the lectures and the presentation texts will be posted on TAC's centennial website. Based on the number of lectures given, the cost of this project would run from \$25,000 to \$45,000.

Partners will be recognized in promotional material, on site and post event.

Project No. 5 – Video Vignettes

A series of six video vignettes on great moments in Canadian transportation will be produced for English and French-language television networks across the country. The networks will be invited to air the 60-second vignettes royalty-free as Canadian content and also have the opportunity to secure local sponsors whose commercials would run alongside the vignettes. This initiative is currently costed at between \$315,000 and \$330,000.

Partners will be recognized in the vignettes.

Project No. 6 – Travelling Exhibit(s)

TAC will develop a large high-end travelling exhibit to tell the story of transportation in Canada – past, present and future. Both educational and entertaining, the exhibit will be geared to a youth and family audience and, among other objectives, will promote the many career opportunities in transportation. Interested parties will reserve the exhibit for display in various high-traffic venues. Alternatively, the travelling exhibit could be downsized to a standard or somewhat larger booth size. Two or three sets of the smaller exhibit could be produced at a lower cost.

Organizations hosting either the large or the smaller exhibits will have to defray shipping, set-up / dismantling and any staffing charges, which will clearly be lower if the smaller exhibit option is selected.

The cost of creating the single large exhibit is estimated at about \$110,000 to \$115,000 while production of three smaller exhibits should cost between \$35,000 and \$40,000 in all. Hosting charges are additional.

Partners will be recognized in the exhibit(s).

Project No. 7 – Television Series

This 13-part television series will explore major achievements in Canadian transportation using a blend of archival footage, interviews and onsite filming. Each of the 13 achievements will draw attention to the historical elements, the opportunities that lie in the future and the fundamental importance of transportation to the quality of life in this country. Produced in both English and French, the series is initially intended for a single network. After the first airing, the series could be made available on DVD as a corporate gift and as an educational tool. The cost of this project could range from \$525,000 to \$550,000 but will vary based on advertising sponsorship sold.

Stake Your Centennial Claim Now!

As potential projects are offered on a first-come, first-served basis, expressions of interest in contributing to these projects should be submitted to TAC as quickly as possible. In order for them to materialize, some projects must be undertaken in early 2012.

To stake your claim, please complete and return the potential project form electronically, by mail or by fax to: **2014 Centennial Celebrations, Transportation Association of Canada, 2323 St. Laurent Blvd., Ottawa K1G 4J8; fax 613-736-1395; email gcmorier@tac-atc.ca.** For more information, contact **Gilbert Morier** by email or by phone (**613-736-1350, ext. 222**).

Your Centennial Celebration ROI

Aside from the long-term benefits of focusing attention on the transportation sector and its importance to all Canadians, your organization's return on investment for participating in the proposed 2014 projects includes increased visibility in a non-partisan setting at a local, regional or national level. Your partnership will also place you among the key players in the sector. Don't miss this opportunity to be seen where it really counts!

Our Origins

The Association traces its origins to the First Canadian and International Good Roads Congress held in Montreal in May 1914. The meeting's most notable and tangible outcome was the birth of a national good roads movement that led to the incorporation of the Canadian Good Roads Association (CGRA) in 1917. This was followed by name changes to Roads and Transportation Association of Canada (RTAC) in 1970 and ultimately to Transportation Association of Canada (TAC) in 1990.

TAC Today

TAC is a national, not-for-profit association with a mission to promote the provision of safe, secure, efficient, effective and environmentally and financially sustainable transportation services in support of Canada's social and economic goals. The Association is a neutral forum for gathering or exchanging ideas, information and knowledge on technical guidelines and best practices. In Canada as a whole, TAC has a primary focus on roadways and their strategic linkages and inter-relationships with other components of the transportation system. In urban areas, the Association's primary focus is on the movement of people, goods and services and its relationship with land use patterns.

TAC brings together about 550 corporate members from the public and private sectors and academia including all of the federal, provincial and territorial transportation departments, as well as a large number of municipalities. For further information on TAC, visit its website at www.tac-atc.ca.

Whether your organization operates in TAC's areas of interest or in different areas of the transportation sector, we want to partner with you to make the centennial celebrations truly modally inclusive!

2014 Centennial Celebrations Potential Project Form

Please complete and return this form electronically, by mail or by fax to: **2014 Centennial Celebrations, Transportation Association of Canada, 2323 St. Laurent Blvd., Ottawa, ON K1G 4J8 Fax 613-736-1395; email gcmorier@tac-atc.ca** For more information, contact Gilbert Morier by email or by phone (**613-736-1350, ext. 222**).

Name: _____ Title: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

We are interested in making a financial contribution to project no.(s.) _____. Please contact me to discuss partnership options.

