

SPONSORSHIP PACKAGE

Nearly 100 vehicles waiting for your brand to make its mark
across Minneapolis, Saint Paul, and the Metropolitan Region



ABOUT US

HOURCAR is Minnesota's nonprofit carshare provider, started in 2005. We provide a variety of round-trip vehicles located in Minneapolis, Saint Paul, and the Region.

Our funding comes from our members, sponsors, and funders. These dollars directly contribute to support our operational costs, including staffing, vehicle repair/replacement, and community outreach/engagement.

In 2005, HOURCAR started as a program under the Neighborhood Energy Connection. In June, 2017, HOURCAR became its own nonprofit organization. Since then, HOURCAR piloted services in Rochester and is a key partner in the EV Spot Network. In 2022, HOURCAR launched the Twin Cities Multifamily Project with a focus on bringing electric vehicles and charging hubs to affordable housing.

MISSION

HOURCAR is a local shared-mobility nonprofit organization. We connect people to their communities with convenient, equitable, and sustainable multi-modal transportation.

VALUES

SUSTAINABILITY

We value socially and environmentally balanced and sustainable lifestyles.

INTEGRITY

We value a responsible decision-making process informed by data, community input, and our values.

FREEDOM

We value the freedom to move within our communities, make new connections, and seek new experiences.

EQUITY

We value a fair transportation system that expands possibilities and enables more people to get where they need to go.

HELPFUL

We do whatever we can to get our members where they need to go.

IMAGINATIVE

We generate new, unconventional ideas and bring them from concept to reality.

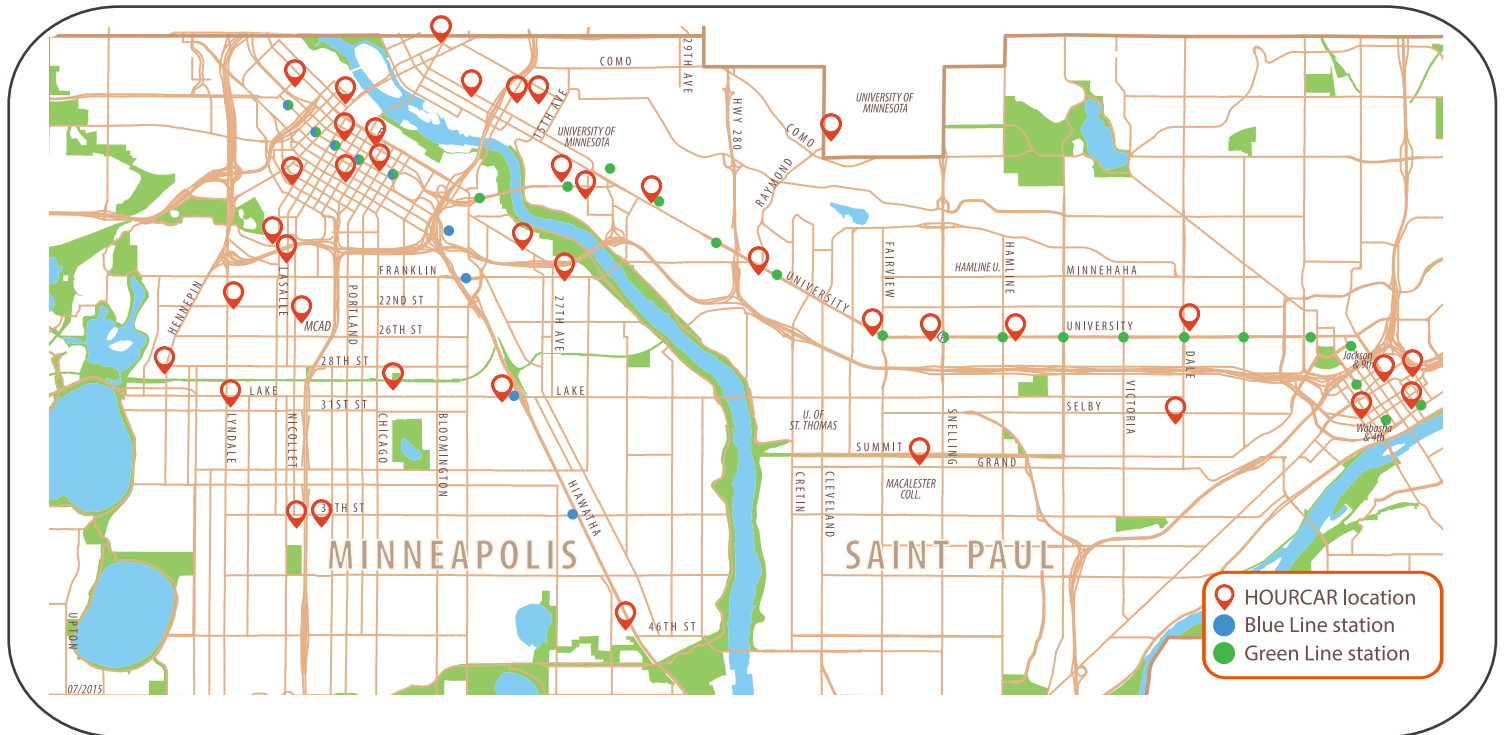
RESPECTFUL

We promote reciprocal respect between our staff, members, and community.

EFFECTIVE

We use adaptable methods to achieve measurable goals. We evaluate our processes and ourselves in the pursuit of continuous improvement.

OUR LOCATIONS



MULTIFAMILY - LAUNCHING 2022

The Multifamily Project will include 50 round-trip all-electric shared vehicles with a placement focus at affordable housing properties in the Twin Cities Metro Area. Nearly all residents at these buildings will qualify for our income-based Access PLUS membership plan, which offers the lowest usage rates, our lowest monthly membership fee, and automatic inclusion of PLUS benefits. Our Access PLUS plan offers self-certification, designed to avoid many of the hassles normally associated with income-based programs.



**Prototype shown*

Learn more at HOURCAR.org/multifamily

1.5+ MILLION MONTHLY VIEWS

... and growing

Each sponsored HOURCAR receives up to 1.5 million views per month. Sponsoring HOURCAR is like sponsoring a moving billboard, so you'll get views not only by those going by, but also all throughout the region. Membership plans include up to 900 miles for a three day trip, getting cars as far as International Falls and Chicago. Get ready to be seen!

Views are calculated based on data from the Outdoor Advertising Association of America's Transportation Advertising Council, from 750,000-1.5 million average per month. Additional views include social media mentions, website presence, print materials, and other marketing materials.

HOURCAR is the largest carshare service in Minnesota. By the end of 2023, HOURCAR will grow to nearly 100 electric, hybrid, and gasoline powered vehicles in the Twin Cities Metropolitan Region



SUPPORT LOCAL

By supporting HOURCAR, you are supporting a local nonprofit transportation organization working to increase sustainable transportation to Minnesota. Since 2005, HOURCAR has been working to bring transformational transportation services to our community. These services include operating EV Spot Network's all-electric, free-floating Evie Carshare service, and partnering with key organizations to bring forth the electric vehicle Multifamily Project. There's never been a better time to sponsor HOURCAR!

SPONSORSHIP LEVELS

For multiple vehicle discount or custom sponsorship, contact us below.

** vehicles may temporarily be relocated.*

DIGITAL \$2,000 ANNUAL

Listed as sponsor on [HOURCAR.org/sponsors/](https://hourcar.org/sponsors/), monthly mention/share on social media, logo in white papers, inclusion in Fall sponsor social media campaign, logo in business brochure, annual mention in newsletter

LOCATION \$4,000-\$9,000 ANNUAL/VEHICLE

Digital Tier PLUS:
Company name/logo on rear bumper or rear passenger door (cost based on location of and on vehicle)

IMPRESSION \$4,000-\$9,000 ANNUAL/VEHICLE

Digital Tier PLUS:
Company name/logo on rear bumper or rear passenger door. Vehicle hub may change based on sponsored impression level (9, 13, or 18 million annual impressions)

VEHICLE TYPE \$5,000-\$10,000 ANNUAL/VEHICLE

Digital Tier PLUS:
Company name/logo on rear bumper or rear passenger door (cost based on location of logo on vehicle). Specific vehicle make/model selection limited by availability.

For more information:
sponsorship@hourcar.org | 651-400-2298