



Transfer station

Transfer station:  
Use farecard to  
transfer between lines



## STATION NAMING RIGHTS

CTA is the second largest public transportation system in the United States serving the City of Chicago and 35 outlying suburbs with more than 81% of the public transportation trips in the six-county metropolitan area. CTA has 8 rail lines with more than 22 miles of track and 145 stations.

### ANNUAL RAIL LINE RIDERS IN 2019

- Red Line: 67 million
- Blue Line: 43 million
- Orange Line: 32 million
- Brown Line: 47 million
- Green Line: 20 million
- Pink Line: 29 million
- Purple Line: 42 million
- Yellow Line: 2 million

### STATION NAMING RIGHTS BENEFITS

- Sponsor Name/Logo Designation on Rail Station signs;
- Sponsor ID within Rail Car interior signage and/or maps;
- Sponsor ID on permanent Rail Station maps;
- Sponsor ID on active Digital Messaging screens at Rail Stations;
- Sponsor ID on directional signage leading to Rail Stations;
- Opportunity for train wraps at an additional investment;
- Sponsor ID on published transit schedules and handheld maps;
- Opportunity for Sponsor to promote and activate a subject or event in stations, where applicable;
- Additional benefits can be customized and are subject to CTA approval.

### EVALUATION CRITERIA

While there are a number of criteria that will go into evaluating potential Naming Rights partners, some of those criteria are included below.

- Term of partnership
- Total value of partnership
- Corporate Social Responsibility
- Community Involvement
- Partnership activation plan
- Overall rider benefit

### PREFERRED TERM OF SPONSORSHIP

- 10 years to 20 years

For more information on terms, please contact The Superlative Group at 216-592-9400 or [info@superlativegroup.com](mailto:info@superlativegroup.com)