

TRANSFORMING TRANSPORTATION™

In-Person Forum | March 19-20, 2024 | #TTDC24

Media Sponsor Invitation

MOBILIZING FINANCE FOR
CLIMATE ACTION



FORUM PLENARY THEMES

- ▶ **Scaling Finance for Low-Carbon Transport**
- ▶ **Just Transition**
- ▶ **Green and Efficient Logistics**
- ▶ **Inclusive and Safe Mobility**
- ▶ **Resilient Transport in Challenging Times**

STRUCTURE

- ▶ **2 days** of in-person events
- ▶ **Knowledge Exhibition** and booths
- ▶ **5-6 plenaries** and **15 high-level technical sessions**
- ▶ **Networking events**
- ▶ **Virtual live platform** to watch sessions online

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Leading the Global Debate on Sustainable Transport & Mobility



▶▶ MEDIA SPONSOR BENEFITS

Benefits	Media Sponsor
Exclusive Media Coverage	
Be an exclusive media partner for the event on print and social media	✓
Marketing Exposure	
Permanent inclusion in the logo banner on the platform main page, agenda, promo email	✓
Logo & profile on TT website	✓
Acknowledgment in TT social media	✓

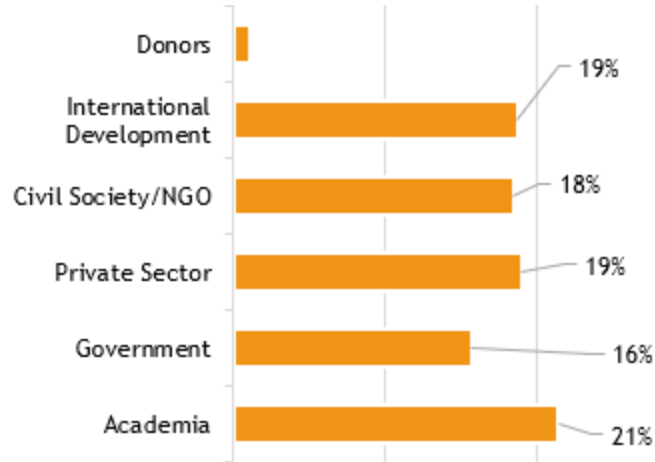
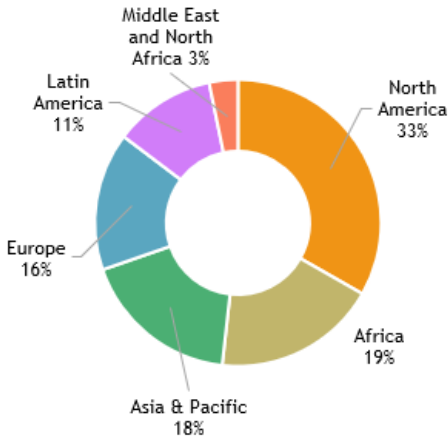
- ▶ **Global exposure** to an audience of approximately 3,000 participants from around the world who will gather and explore ways to make mobility more accessible, safe, green, and efficient for everyone.
- ▶ **Strong brand awareness** – Transforming Transportation is the industry’s top global venue for public, private, and non-profit engagement, with 20+ years of experience in helping drive the global sustainable mobility debate.
- ▶ **One of the foremost global forums** for government decision-makers, CEOs, mobility trendsetters, and leading advocates focused on realizing universal sustainable mobility.
- ▶ **“Front-row” access forum with multi-dimensional impact** – Networking, knowledge sharing, policy discussions, business and partnership development.
- ▶ **A truly inclusive forum**, at no cost to development practitioners, aiming to ensure that the right voices, experiences, and insights from all spheres of the sector are represented. To maintain this objectivity, the Forum is funded solely by our sponsors and the organizers.

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▶▶ A STRONG, ACTIVE, AND GLOBAL AUDIENCE



30,000+

Livestream & Live platform attendees

49 million

Twitter impressions

2,700+

Registered from 5 continents, 132 countries

5,000

Twitter interactions

**Figures from Transforming Transportation 2022*



- ▶ If interested in participating please contact: sponsor@transformingtransportation.org, cibraimova@worldbank.org, wesley.uhl@wri.org

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