



RAIL PASSENGERS

ASSOCIATION

AMERICA'S OLDEST + LARGEST PASSENGER ADVOCACY GROUP

20
21



ORGANIZATIONAL MEMBERSHIP +

PARTNERSHIP

WWW.RAILPASSENGERS.ORG

WHAT WE'RE FIGHTING FOR



Improved & expanded
passenger train services



Higher speed rail
initiatives



Increased connectivity
among all forms of
transportation



The safety of our
nation's trains and
passengers



ABOUT THE ASSOCIATION

The Rail Passengers Association is the only organization that acts as a voice for train passengers—particularly Amtrak customers, but also commuter rail and rail transit riders—on Capitol Hill, before the US Department of Transportation, and before Amtrak management.

We are a source of straightforward factual information that is relied upon by lawmakers' staffs and by reporters. For over 50 years we have been advocating for the growth of public interstate passenger rail.

We are guided by our firm belief that all Americans—from New York City to Hutchison, Kansas; from Seattle to Jackson, Mississippi—deserve the choice of safe, reliable, convenient, affordable, and enjoyable passenger train service.

We know that providing more routes and frequencies of trains composed of modern equipment will give Americans greater mobility and nurture local economies, all while reducing the energy use, pollution and land consumption associated with our current, very inefficient fly-or-drive-only transportation system.

WHAT WE DO

- Advocate for passengers' rights on Capitol Hill
- Educate advocates, journalists, and tourists on the benefits of passenger rail
- Produce free educational materials
- Share stories, destinations, and future developments to inspire passengers

WHO WE WORK WITH

- Elected Officials
- Tourism, Convention & Visitors Bureaus
- Transportation Workers
- TV, Print, Digital & Radio News Outlets

FACTS

\$166 BILLION

the annual cost of
congestion to
Americans

8.8 BILLION HOURS

how much time
Americans waste each
year due to congestion
on urban roads

3.3 BILLION GALLONS

how much extra fuel is
burned annually
crawling in traffic

**It is essential that we
defend and fight for a
modern, national
passenger rail
network**



**SOCIAL + AUDIENCE
RANGE**

30,000

contacts in our
Advocate network

19,500

Average Post Reach

12

educational webinars
produced during
the pandemic

+180

visits to Congressional
Offices during
Day on the Hill

18-94

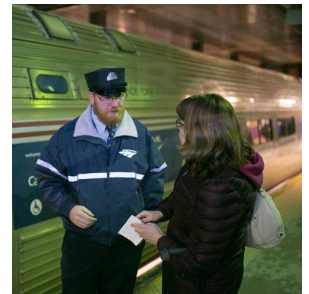
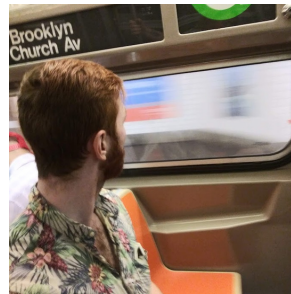
Age range of our
members

For more information
please contact:
Jonsie Stone
jstone@narprail.org

Through a partnership with the Rail Passengers Association, together we can amplify the voice and influence of the American rail passenger, many of whom are your employees and customers, giving them the power to improve transportation options in their communities. Your organization can help reinforce the voice of the American passenger.

To encourage diversity in collaborations, our corporate partnership rates are determined by annual organization revenue.

Annual Rate	Annual Revenue
\$250.00	<\$250,000
\$500.00	\$250,001 - \$500,000
\$1,500.00	\$500,001 - \$1,499,999
\$2,500.00	\$1,500,000 - \$5,000,000
\$5,000.00	\$5,000,001 - \$15,000,000
\$10,000.00	>\$15,000,001



@NARPRAIL



JOIN THE DIGITAL CONVERSATION



@RAILPASSENGERS

PARTNERSHIP BENEFITS:

- Partnership Benefits:
- Advocacy training and mentoring
- Opportunities for advocacy collaboration such as support letters authored by Association's Chief Executive Officer
- Access to the Rail Passengers Association's extensive policy document library and professional analysis
- Annual "State of the Passenger Landscape" Briefing
- Access to "Voice of Passenger" digital communications - weekly Hotline* and Passengers Voice** newsletter
- Membership status highlighted on Rail Passengers Association social media channels
- Membership status highlighted in the weekly Hotline*
- Acknowledgment of partner status on the Rail Passengers Association website with linked logo
- Approval to post partner status and Rail Passengers Association logo on your website and collateral
- Opportunities to push promotional messaging to our constituencies (privacy policy limitations apply)
- Opportunities to distribute promotional items and collateral to Rail Passengers Association constituents (costs to be covered by sponsor)

Add-on Opportunities [Additional rates will apply]:

- Professional services collaboration such as custom Socio-Economic Research and Customer Advisory Resources
 - Event/Program Sponsorship Opportunities
 - Webinars
 - RailNation
 - Summer by Rail
 - Student Ambassador Program
 - Station Volunteer Program
 - Opportunities to host private functions at Rail Passengers Association events
- Please note, Amtrak Guest Rewards points do not convey with our Annual Partner Program.

*Hotline - a weekly recap of efforts and transportation related news, distributed digitally to all Rail Passengers Association members, policy makers, and Congressional staff

** Passengers Voice Newsletter - a 55-year old publication focused on sharing the voices of passenger rail riders and the legislative efforts impacting them at the local, state and federal levels.

The Rail Passengers Association has been at the forefront of distilling critical consumer/member feedback and effectively communicating the touchpoints as the "voice of the customer".

Partnering with Rail Passengers offers your organization the opportunity to build and operate a customer advisory committee, enhancing your business model ultimately growing your customer base.

Rail corridors generate value by acting as economic engines in the communities they serve-through jobs, retail, mobility, tourism and real-estate development. The Association conducts research into the economic, social, civic and public policy impacts of passenger and commuter rail on communities.

The economic benefits of a national passenger rail network, including commuter rail, are transformative for communities serviced.

RAIL PASSENGERS ASSOCIATION ORGANIZATIONAL MEMBERSHIP APPLICATION

Organization Information:

Organization Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Phone (w/area code) _____ Fax (w/area code) _____

Billing Address (If different from mailing address) _____

Website _____

Primary Point of Contact

Name _____

Title _____

Email Address _____

Office Phone (w/area code) _____

Mobile Phone (w/area code) _____

Billing Contact (If different from primary point of contact)

Name _____

Title _____

Email Address _____

Office Phone (w/area code) _____

Mobile Phone (w/area code) _____

RAIL PASSENGERS ASSOCIATION ORGANIZATIONAL PARTNERSHIP RATES

Annual partnership dues are based on your organization's annual revenue. To determine your dues, find the amount from the revenue column below that describes your organization.

Rate	Annual Revenue
\$250.00	<\$250,000
\$500.00	\$250,001 - \$500,000
\$1,500.00	\$500,001 - \$1,499,999
\$2,500.00	\$1,500,000 - \$5,000,000
\$5,000.00	\$5,000,001 - \$15,000,000
\$10,000.00	>\$15,000,001

Tax Deductibility & Membership Activation

The Rail Passengers Association is a 501(c)(3) organization. Payments may be deductible as charitable contributions (less the value of any goods or services received) or as business expenses. Please consult your tax advisor to determine the deductibility of your payment.

Membership status is conferred only upon receipt of payment

Payment Options

Amount \$ _____

Please email invoice to _____

Check enclosed made payable to Rail Passengers Association

Charge my credit card: Visa MasterCard American Express Discover

Name on Card _____

Credit Card Number _____

Credit Card Billing Address _____

Expiration Date _____ CVV _____

Signature _____ Date _____