100 years of

JOURNEYS

DESTINATIONS

PEOPLE

AMERICAN BUS ASSOCIATION 100 1926-2026

SPONSORSHIP OPPORTUNITIES

...and counting

ABA Member,

In 2026, the American Bus Association will mark an incredible milestone — 100 years of moving people, exploring destinations, and millions of journeys. This centennial is more than a celebration of our past; it's a launchpad for the next century of innovation, advocacy, and growth in our industry.

We invite you to be part of this historic moment as a Centennial Sponsor. Your partnership will not only showcase your leadership and commitment to the transportation and group travel community, but also connect your brand with thousands of operators, suppliers, and industry professionals across North America and beyond.

As a Centennial Sponsor, you'll receive:

- **Premier visibility** at all centennial celebrations and events throughout the year
- **Exclusive recognition** in marketing, press releases, and commemorative materials
- **Special branding opportunities** at our Annual Marketplace
- **Lasting exposure** through our 100th Anniversary digital and print publications

This is your chance to stand with industry leaders and celebrate a century of achievement — while helping shape the next 100 years.

Secure your sponsorship today and be remembered as part of this once-in-a-lifetime milestone. Contact Vicki Osman at vosman@buses.org or 202-218-7230.

Cindy Brown

Chair, ABA Centennial Committee

SPONSOR AND
CELEBRATETHE PAST & BUILD FOR THE FUTURE

levels & benefits

CENTENNIAL TRAILBLAZER — $10,000

All benefits of previous level PLUS
Stage guest at Marketplace 2026 and 2027
Recognition on timeline display at Marketplace 2026

GOLDEN ROUTE SETTER — $5,000

All benefits of previous level PLUS
Social media post on ABA's social media
Recognition at On the Road events

INTERSTATE INFLUENCER — $2,500

All benefits of previous level PLUS
Exclusive Centennial Sponsorship gift

MAIN STREET PARTNER — $1,000

Listing on buses.org by level
Logo with hyperlink on buses.org
Special Centennial logo in digital membership directory
Special ribbon at Marketplace 2026 & 2027
Recognition on jumbrotron at Marketplace 2026 & 2027
Recognition in Destinations magazine
Recognition in Business Buzz

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CONTACT VOSMAN@BUSES.ORG OR 202-218-7230 FOR MORE INFORMATION