

SALISBURY

ROWAN COUNTY

Authentic North Carolina

ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

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Salisbury Trolley Works System

For over 13 years, Salisbury-Rowan County has been home to Salisbury Trolley Works, a local trolley system, which serves the community and its visitors by providing historic tours, holiday tours, group rentals, wedding rentals, special events, community functions, educational programming and visitor transportation.

In 1997, under the leadership of Downtown Salisbury Inc. the community came together and raised over \$200,000 to purchase and refurbish 2 used, 1989 Chance model motorized trolleys. The Robertson Foundation, F&M Bank, the Rowan Business Alliance and the City of Salisbury were the primary financial contributors.

In 2004, the Trolley System came under the management of the Rowan County Tourism Development Authority and was further developed into a community asset and visitor attraction. Since 2004, over 75,000 individuals have experienced Authentic Salisbury-Rowan County through the trolley system.

In 2010, the Rowan County and Salisbury Tourism Development Authorities began an effort to secure 2 new motorized trolleys to replace the existing trolleys. The original trolleys due to their age, high maintenance demands and diminished operational capacity could no longer fulfill the needs of the community and its visitors.

In 2012, the Rowan County and Salisbury Tourism Authorities partnered with the City of Salisbury to purchase 2, new Hometown Trolleys, which were custom built for Salisbury at a cost of \$285,000. The new trolleys were purchased with occupancy tax revenues dedicated towards tourism related capital expenditures. The new trolleys were delivered to Salisbury the last week of December 2012.

The new Hometown Trolleys were custom designed to mirror the original trolleys and to positively reflect the community's effort and intent when it first launched the trolley system 13 years ago. On the new trolleys riders will find greater seating capacity, increased range, a comfortable and quieter ride, modern features and top notch handicap access. The new trolleys provide a greater opportunity for citizens, businesses and visitors to experience Authentic Salisbury-Rowan County in a manner unique to our destination.

Salisbury Trolley Sponsorship Opportunities



Trolley System Title Sponsor (Naming rights)

The Trolley system title sponsor will have the trolley system named after their business or organization, where the name of the business leads the title of the system, for example: *Business 123 Salisbury Trolley Works*. The sponsorship will secure the name of the business/organization as not only the feature name of the Trolley system, but it will also be displayed on both Trolleys. **Sponsorship cost: \$50,000 over 10 years**

Benefits:

- Naming rights to the trolley system, trolley system to be named after business/organization
- Logo/name of business on the sides of both trolleys, displayed in manner approved by title sponsor
- Featured on all marketing materials (web, digital, print, radio, TV, social)
- Featured on all promotional items and merchandise
- Featured on trolley digital display screens in both Trolleys (to be installed in late 2013), screens will provide video and web access from the trolleys through a touch screen platform
- Listed as a sponsor on all specialty tours and events (i.e. Haunted Trolley and Scrooge Trolley tours)
- Complimentary use of both trolleys for business and/or community events (12 times a year)
- Complimentary tickets to trolley tours and trolley specialty tours
- Non-compete sponsorship: Rowan Co. Tourism will not offer a sponsorship to a business in the same field unless authorized by the title sponsor, will obtain approval from the title sponsor for any other trolley related sponsorship
- Title sponsorship is for 10 years, title sponsor will have first right of refusal upon renewal

Salisbury Trolley Sponsorship Opportunities



Trolley Sponsorship (Name a Trolley)

The Trolley sponsorship provides an opportunity to name one of the new Hometown Trolleys after a business or organization. The name of the business/organization will be predominantly featured on one of the new Trolleys and will be placed next to the system title sponsor on the sides of the Trolley. The Trolley sponsor will also be featured on the front and back of the Trolley, providing recognition in a highly visible location and separate from the title sponsor.

Sponsorship cost: \$25,000 over 5 years

Benefits:

- Naming rights to one trolley, the trolley will be named after the business or organization
 - Logo/name of business displayed on the trolley in a manner approved by the sponsor
- Featured on all promotional items and merchandise
- Featured on trolley digital display screens in both Trolleys (to be installed in late 2013), screens will provide video and web access from the trolleys through a touch screen platform
- Listed on all promotional items related to all specialty tours and events such as the Haunted Trolley and Scrooge Trolley tours
- Complimentary use of the sponsored trolley for business and/or community events (12 times a year)
- Complimentary tickets to trolley tours and trolley specialty tours
- Non-compete sponsorship: Rowan Co. Tourism will not offer a trolley sponsorship to a business in the same field unless authorized by the trolley sponsor
- Trolley sponsorship is for 5 years, trolley sponsor will have first right of refusal upon renewal