



Ithaca Carshare Sponsorships

Ithaca Carshare is part of the **Center for Community Transportation, Inc.**, a 501(C)3 nonprofit organization. We provide 24/7 access to a fleet of shared vehicles that members can reserve anytime, and we offer 24/7 local on-call member service help.

We recognize that in Tompkins County, everyone needs a vehicle sometimes, but Ithaca Carshare makes it so you don't have to own one.

Our multifaceted mission is to help people reduce or eliminate the need to own personal cars, to help residents without cars access personal vehicles, and to keep our community cleaner by reducing traffic congestion and carbon emissions.

We currently serve more than 1,100 members who take approximately 1,100 trips per month.

Learn more at: IthacaCarshare.org



Why sponsor Ithaca Carshare?

Carsharing helps our city, our state, and our planet, and can help your business as well. Our member demographics include adults 18 and up, from college students to retired seniors, who use carsharing for everything from grocery store trips and medical appointments to going to job interviews, out for “date night,” and even heading out of town.

Every day our members search for cars in our app and book dozens of trips. **By sponsoring a car, you can reach a diverse demographic of Ithacans with targeted messaging in our app and inside the car, and reach the public through our website, email newsletter, social media, and a media campaign featuring your business support of Ithaca Carshare.**



“Ithaca Carshare exemplifies the power of community-centric initiatives. It has helped me save so much money and contribute towards a greener future without compromising on my mobility. Every city needs a service like Ithaca Carshare!”

— **Deepak**, Ithaca Carshare member since 2024

Environmental Impacts of Carsharing:

- According to a Cornell study, each Carshare car replaces approximately **15 cars**, reducing traffic congestion and emissions.
- In **2024**, **164** of our members self-reported they would either sell a car or avoid buying one when joining Ithaca Carshare, reducing their total *Vehicle Miles Traveled**.
- This reduction in VMT, combined with our fuel-efficient fleet, resulted in **18,711** fewer gallons of gasoline used in our community, which prevented **166 metric tons** of carbon dioxide from entering the atmosphere.

**VMT & carbon emissions are calculated based on EPA formulas.*

Put another way, this reduction in **166 metric tons of carbon dioxide** equates to:

- **22.3** homes' energy use for one year, or
- **34.7** homes' electricity use for one year, or
- **385** barrels of oil consumed, or
- **7,639** propane cylinders used for home BBQs, or
- **184,711** pounds of coal burned, or
- **13,443,578** smartphones charged



Social Impacts of Carsharing:

“Carshare is the only way I get to most of my medical appointments as many downtown offices have moved outside the center of town.”

— Sally, Ithaca Carshare member since 2008

“I love Carshare. I love the ease with which I can access the cars. I love the cars; they are so much fun to drive. I don’t have to worry about breaking down.

What a great concept!”

— Patti, Ithaca Carshare member since 2017

“As a single-vehicle household, Ithaca Carshare is an invaluable community resource. It’s been a lifesaver when our car was in the shop, when two of us had separate transportation needs at the same time, or needed access to the Tompkins County Solid Waste Permit. I love having a more ecologically- and economically-friendly solution to use, when otherwise we would have to drive, fuel, maintain, park, and pay for a second family vehicle.”

— S.A. Smith, Ithaca Carshare member since 2020

“Ithaca Carshare is the best program any city could have. I was able to sell my car and manage fine without a car because of this beautiful program. I would recommend it for anybody in any town anywhere.”

— Laura B, Ithaca Carshare member since 2022

Top Three Reasons People Use Carshare

1. Grocery shopping
2. Other shopping & errands
3. Medical appointments

Quick Stats:

Cars are booked anywhere from **350-900** times per year, with most cars falling in the **600-800** range.

Website: 25,000-30,000 views per month & growing

Email newsletter: sent 6-12 times/year, 5,000+ subscribers, average open rate 50-70%

Facebook page: 1,400+ followers

Instagram: 840+ followers

LinkedIn: 270+ followers

Sponsor 1 Car

\$400/month

**Suggested Donation Level*

Sponsoring a car starts at \$400/month, and helps cover these costs:

- Insurance
- Registration
- New York State inspections
- Reservation software
- Carsharing hardware
- Basic maintenance (oil changes, tire changes, wiper blades)
- In-car materials (vehicle guides, branding, member materials)

What you get as a sponsor:

1. A message in the reservation app that says, “This car’s maintenance is sponsored by [your business name]. Please support our sponsors by visiting [yourbusinessurl.com].”

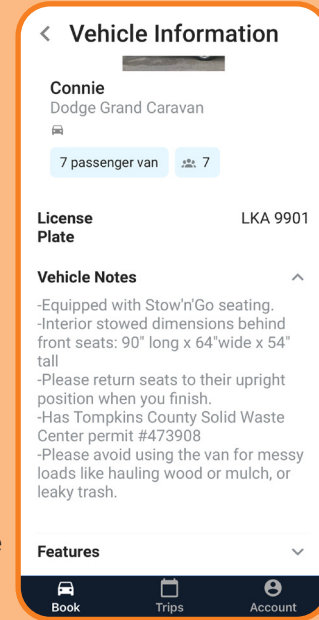
This will appear in the vehicle notes of the car (see image for example), and in every booking confirmation email.

2. Your business logo on our website’s sponsor page, ithacacarshare.org/sponsors, a top-level heading.

3. Two mentions per year in our email newsletter (5,000+ subscribers with an average open rate of 50-70%).

4. Two shout-outs per year on social media (Facebook, Instagram, LinkedIn).

5. A removable sticker with your **business logo** and copy that says, “This car’s maintenance is sponsored by [your business name]. Please support our sponsors by visiting [yourbusinessurl.com].” to be placed inside the vehicle on or near the glove box.



Sponsor 5 Cars

\$2,000/month

**Suggested Donation Level*

You get everything in Sponsor 1 Car, plus:

Your business logo near the top of our website's sponsor page, a top-level heading.

Three mentions per year in our email newsletter (5,000+ subscribers with an average open rate of 50-70%).

Three shout-outs per year on social media (Facebook, Instagram, LinkedIn).

Mention in a press release sent to local media (*Ithaca Times, Ithaca Voice, 14850, Tompkins Weekly, Ithaca Journal, Cornell Sun*).

Purchase 1 Car

\$25,000

**Suggested Donation Level*

You get everything in Sponsor 5 Cars, plus:

Your business logo at the top of our website's sponsor page, a top-level heading.

Four mentions per year in our email newsletter (5,000+ subscribers with an average open rate of 50-70%).

Four shout-outs per year on social media (Facebook, Instagram, LinkedIn).

A tailored press release sent to local media, mentioning your business and why its supporting Ithaca Carshare, with a quote from your CEO or president.

A removable bumper sticker that says, "**This car was purchased for Ithaca Carshare by [your business name & logo].**" to be placed on the back bumper outside the vehicle.

Where are the cars located?

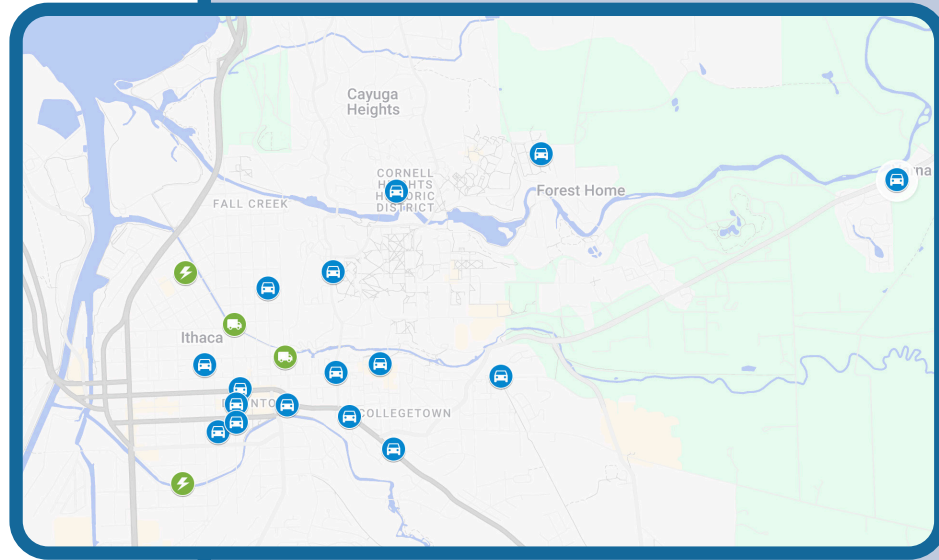
Our fleet of 19 vehicles and growing is located throughout downtown Ithaca, Fall Creek, Northside, Southside, West Hill, West Side, East Hill, Cornell University, Collegetown, and at our newest location in Varna.

Cars are parked in home locations, so every trip begins and ends at the car's home spot.

Due to changing operational needs, any vehicle could be parked at any given location on the map below. Only the pick up truck stays in the same location at Cayuga and Farm Street.

Can I choose a specific car to sponsor?

Yes! As long as the car you wish to sponsor is available. We ask for a minimum commitment of one year.



What types of cars do you have?

- 2 Chevy Bolts (Electric Vehicles)
- 2 Chevy Volts (Plug-in Hybrid Electric Vehicles)
- 10 Honda Fits
- 2 Dodge Caravans - 7-passenger vans
- 1 Toyota Tacoma - pick up truck
- 1 Toyota Yaris
- 1 Prius C

For more information, contact any of the following:

Laura Vineyard, CCT Executive Director
607-793-9578, laura@the-cct.org

Liz Field, Ithaca Carshare Director
607-277-3210 x5, liz@ithacacarshare.org

Katie Sims, CCT Board Fundraising
914-355-0862, kmsimsny@gmail.com

IthacaCarshare.org/sponsors

