



Motorcoaches Rolling for Awareness Participant:

Thank you again for your participation and contribution in the Motorcoaches Rolling for Awareness (MRA) event. To ensure maximum impact and consistency of messaging as we roll through Washington DC, we will assign industry messaging to appear in the windows of our motorcoaches. The first 3 coaches have been identified and will carry the message, "Buses Move America". The next 50 coaches will represent each state. The remaining coaches will carry messages which include key industry facts and the request for \$15B in directed spending. Please note, messaging will be assigned and sent to you beginning tomorrow 4/29. The attached illustrations are representative and include examples of messaging that will be provided for each participant (section B).

To ensure uniformity and impact, we have developed the guidelines and recommendations below:

- Identical messages will be placed on both sides of the coach
- The assigned message should not exceed 22' total width (see attached illustration-section B)
 - Message will be placed approximately 10' feet from the rear most point of the coach
 - Utilize **Impact** font for the letters.
 - Message will be printed or reproduced in white or black letters on a white background
 - Message will be provided to you for the event
- "Donor" buses will allocate a minimum of 6 feet in width starting behind front door/ driver's window to display sponsoring participants business name/logo (see illustration-section C)
- The rear most 7 feet of available window will be for #'s, MRA logo, employee count, local supporters, regional associations, etc. (see illustration-section A)
- You can utilize your current graphics supplier to produce, or utilize another waterproof application, ie tape, window markers, etc.

If you choose to have the messaging produced and do not have a current graphics supplier, ABC Companies Graphics Division can assist. Please email graphicsfl@abc-companies.com or call (407) 287 3126 with any questions.