

Calgary



Transit

An Opportunity to Sponsor the Free Fare Zone

September 2026



Connecting Calgarians

Calgary Transit connects the people and places Calgarians care about most.

With over **250,000 daily trips** and an annual ridership of **93 million trips**, Calgary's public transit system moves the city's 1.6 million residents smoothly, safely and sustainably.

The CTrain network encompasses **118.1 kilometres of track** and **45 stations** on two lines, Red Line and Blue Line, running from Tuscany to Somerset-Bridlewood and from Saddletowne to 69th Street SW.

The central core and activity hub of this network is our Free Fare Zone. This section runs through the city's entire downtown core along 7th Avenue South and includes nine CTrain stations.

With advancements in technology, enhanced digital payment systems and key station improvements underway, Calgary Transit is moving into the future at lightning speed.

Join us for the ride.



Calgary Transit + Your Company

Calgary Transit presents a unique marketing opportunity for your company to:

- Increase brand profile with a highly-visible, year-round presence in Calgary's downtown core;
- Position your company as a city-builder, investing in Calgary's day-to-day operations and providing essential services to its citizens;
- Show your company's commitment to promoting a sustainable mode of transportation and literally connecting communities across the city;
- Double down on your company's previous sustainability-related initiatives.





Free Fare Zone

The Calgary Transit Free Fare Zone

The stretch of CTrain that services the downtown core along 7 Avenue between City Hall/Bow Valley College and Downtown West/Kerby stations is currently a free fare zone, allowing passengers to hop on and off at will.

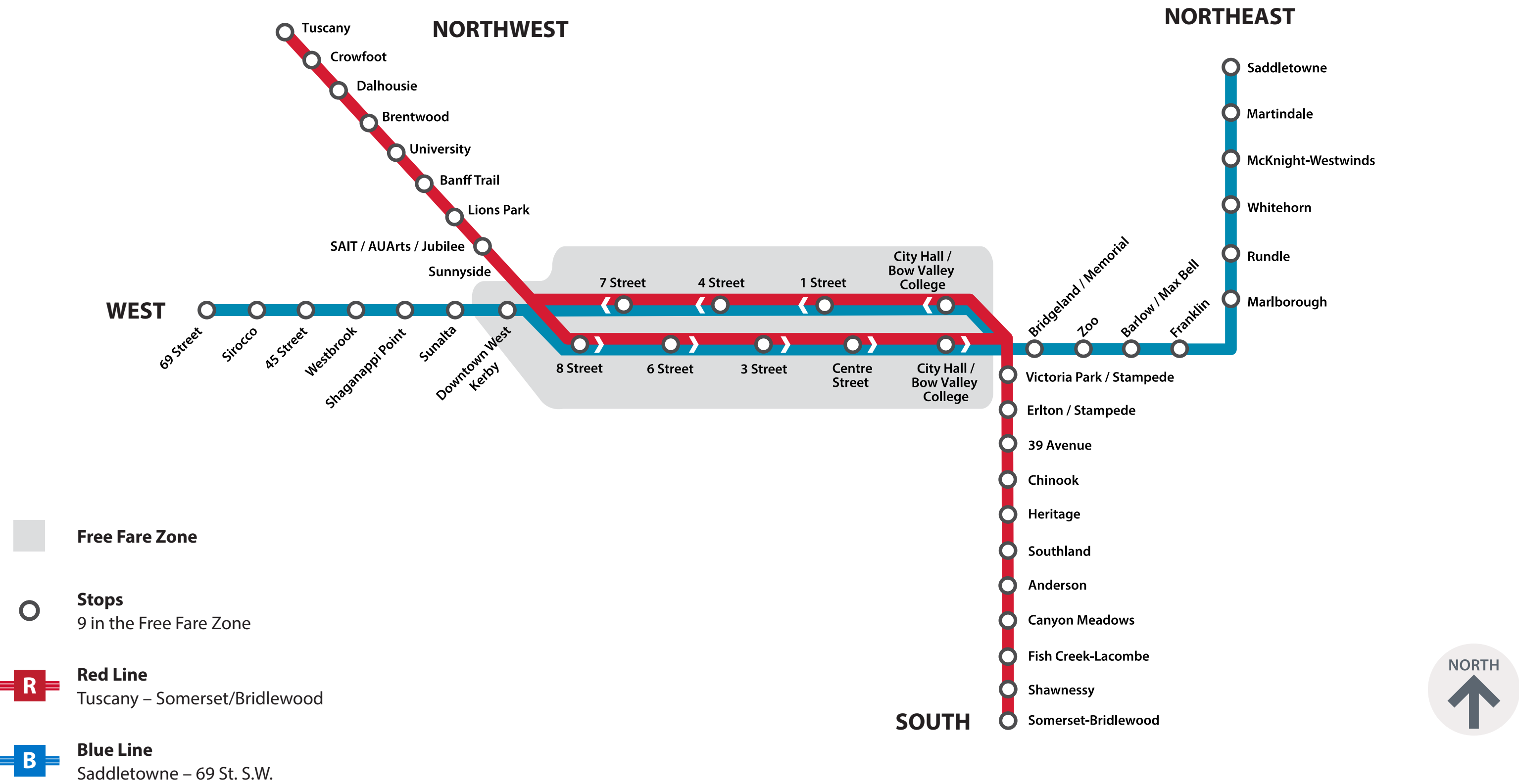
The Free Fare Zone is bordered by City Hall in the east and Downtown West/Kerby stations in the west, each having two platforms, with the balance of the Free Fare Zone having one.

With **nine stations and 11 platforms**, the annual ridership within this zone is **40 million trips**. This accounts for passengers boarding and disembarking within the zone but does not include the many transit customers and pedestrians passing through.

Calgary Transit invites your company to feature its branding throughout this prime fare free stretch in the city's core.



CTrain Free Fare Zone



Free Fare Zone Benefits

Zone Branding

- Naming sponsorship of CTrain Free Fare Zone.
 - 2 large Free Fare Zone pole banners with name and logo suspended above each of the **9 downtown stations**.
 - **2 x 80" double sided banners** per platform for a total of 22 banners with 44 facings.
 - **8 double sided signs** of branded content per platform (11), plus two additional signs at City Hall station.
 - Total of 90 signs with 180 facings throughout the Free Fare Zone.



80" Double Sided Banners



Double Sided Signs

Free Fare Zone Benefits

- Joint news release and launch event with new naming sponsor.
- Custom naming sponsor audio announcements on CTrains entering and exiting the Free Fare Zone.
- News item on Calgary Transit's website, announcing your company's sponsorship of the Free Fare Zone.
- Integration with Transit, Calgary Transit's official trip planning mobile app.
 - Sponsor name will be included in all station labels and trip planning instructions within the Free Fare Zone.
 - News banner to be posted and visible to all app users, announcing the new sponsorship for two weeks.
- Naming sponsor acknowledged in social media posts regarding the Free Fare Zone.



Free Fare Zone Benefits

- Custom naming sponsor audio announcements at Free Fare Zone stations.
- Name and logo recognition on 220 system maps located at all stations throughout the CTrain system.
 - These maps are installed behind plexiglass and are frequently referenced by customers while they wait for the CTrain.
- Name and logo recognition on digital and printed CT system maps.
- Name and logo recognition on CTrain maps installed inside CTrain vehicles.
 - 1,800 total maps within the entire CTrain fleet.



The Opportunity

FREE FARE ZONE

Accepting bids for the annual rights fee (ARF) for this naming rights opportunity with a minimum five-year term.

Thank You

We look forward to bringing the Free Fare Zone partnership to life in a manner that vividly represents your commitment to Calgary to achieve your marketing objectives and goals.

For more information, please contact:

Tess Abanto

Leader, Revenue Streams

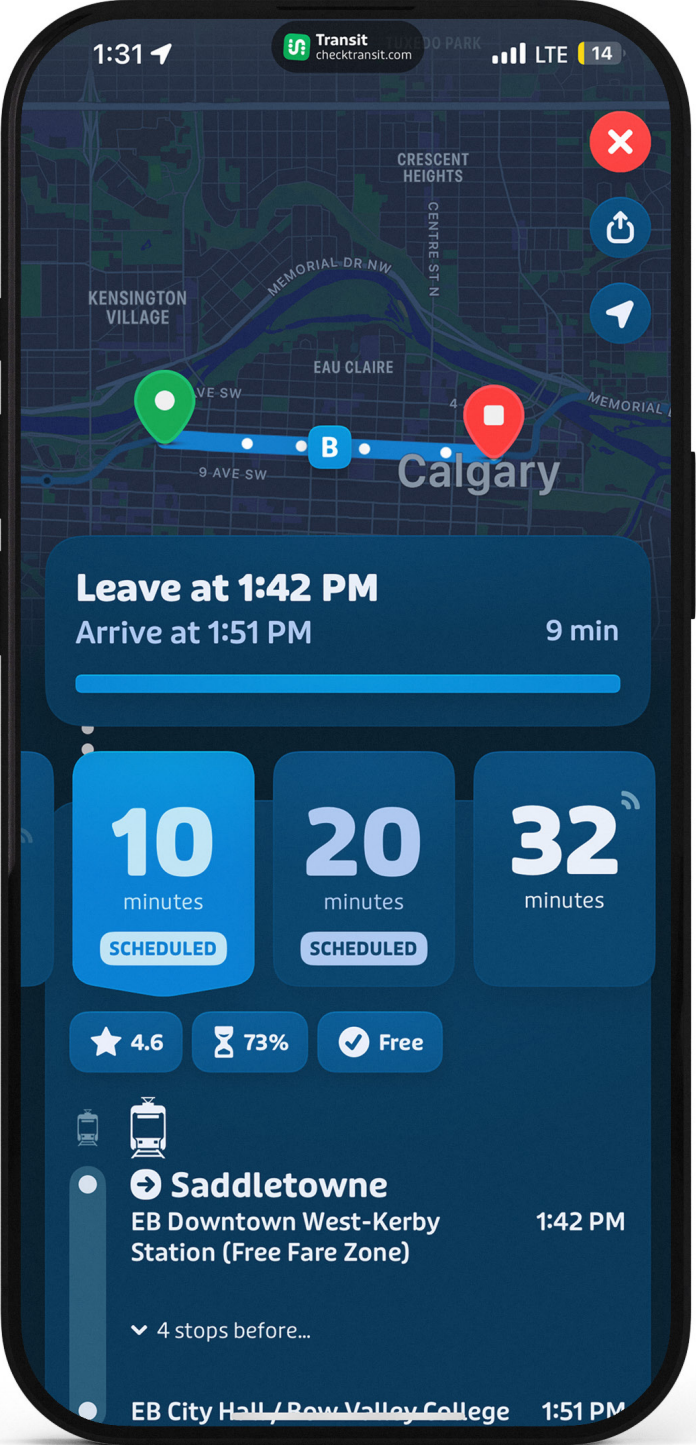
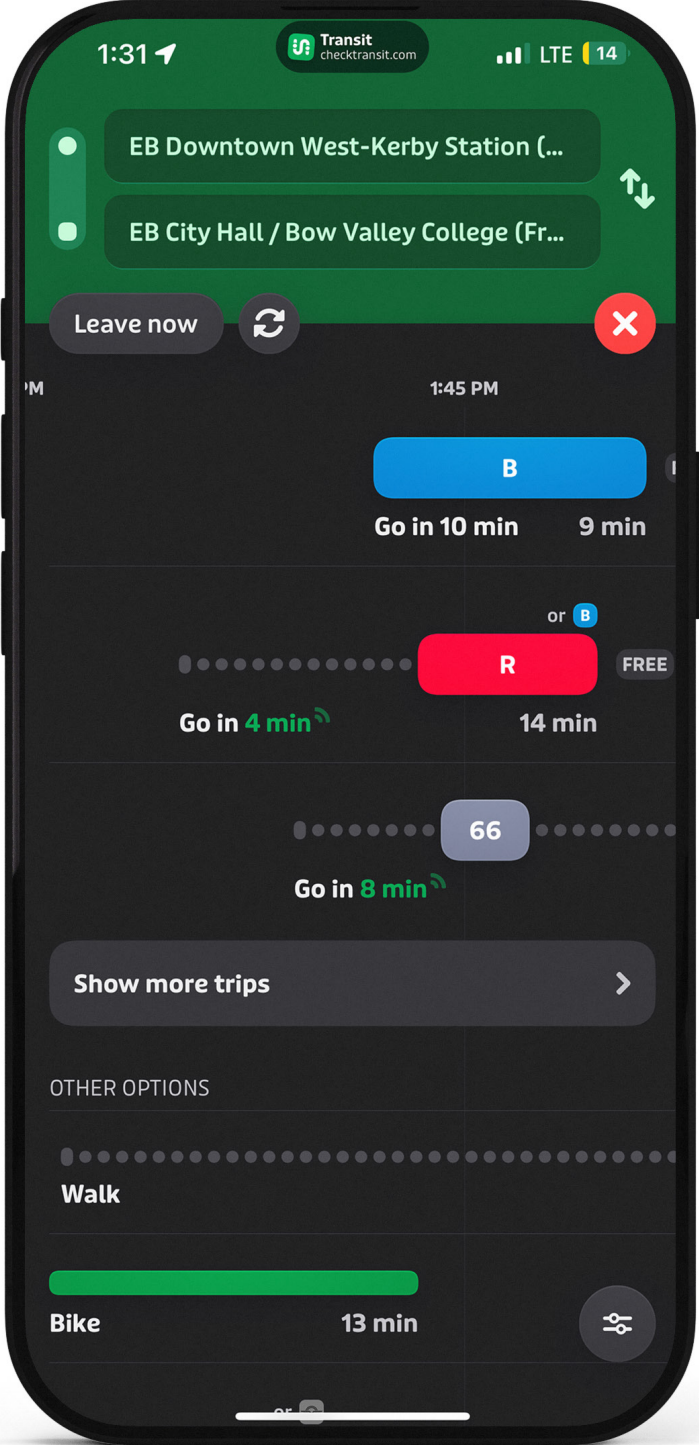
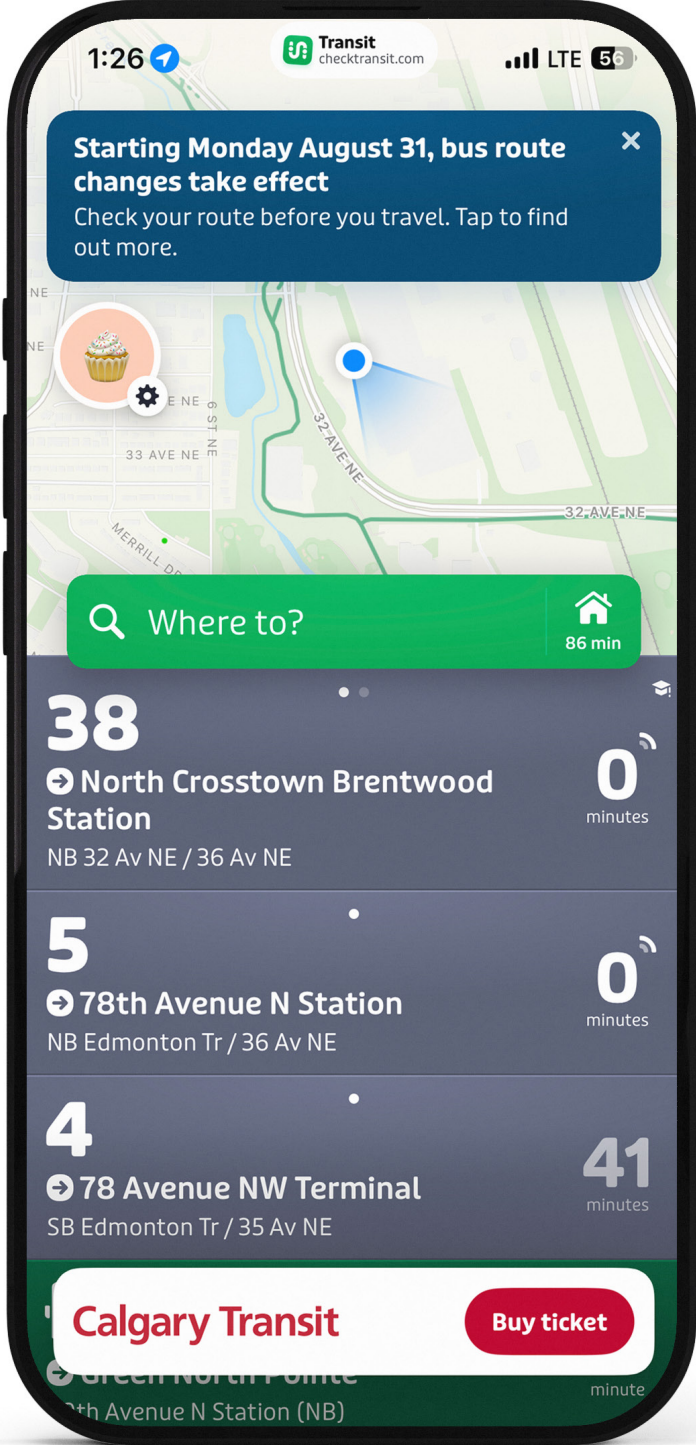
Calgary Transit

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Appendix

Calgary Transit App



Calgary Transit Statistics (2025)

Ridership	93,076,520
Number of bus routes	143
Number of CTrain Stations	45
Kms of CTrain track	118.1 kms
Total Number of benches	3,200
Total Number of passenger shelters	2,500
Number of bus stops	6213 (2026)
Number of park and ride lots	30 plus 5 private lots to which CT has access
Average trip length	13.3 km
Transit fleet size	1,321 active vehicles
Percent accessible vehicles	100%

