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**Transbay Transit Center Issues Sponsorship/Naming Rights Offering for the Future  
“Grand Central Station of the West”**

*Transformative transit project in San Francisco offers opportunity for corporations, foundations, families and individuals worldwide to be associated with iconic facility in the new heart of downtown San Francisco*

San Francisco, Calif. (February 20, 2015) –

The Transbay Joint Powers Authority (TJPA) is seeking parties interested in sponsorship/naming rights for the iconic Transbay Transit Center, the station that will link the entire Bay Area through 11 different transit agencies and further activate San Francisco’s thriving South of Market (SoMa) neighborhood with more than 9,290 square meters of retail and restaurants.

The TJPA’s Request for Proposals offers an opportunity for placement of the sponsor’s name/identity, brand, or logo throughout the entire 139,355 square meter Transbay Center, including the bus ramp connection to the San Francisco–Oakland Bay Bridge, the Grand Hall, lobbies, entrances, the 22,000 square meter Rooftop Park and its Children’s Playground, Amphitheater, Gardens, and Main Plaza, art installations, digital information displays, bike facilities, and a mobile location-aware application. The sponsor’s name or logo will also appear on tourism publications, transit publications, schedules, and maps.

Sponsors will have unparalleled opportunities to reach millions of transit riders, retail and restaurant patrons, workers, residents, and tourists in the new heart of downtown San Francisco.

The TJPA is the public agency charged with developing the Transbay Program, a \$4.5 billion project to replace the former Transbay Terminal at First and Mission Streets in San Francisco with a state-of-the-art, multi-modal transit center that will connect eight Bay Area counties and the State of California through 11 transit systems, including a rail extension into downtown San Francisco. The Transbay Program is the center of San Francisco's new Transbay Transit Center District, a transformative, transit-oriented development plan that will concentrate residential and office growth around the Transit Center while providing gracious public spaces and amenities.

The Transit Center will undoubtedly be one of the most popular retail and open space venues in the most dynamic retail, office, and residential market in the United States. Pedestrian bridges will connect three new high-rise buildings, the 326-meter Salesforce Tower, 243.8-meter 181 Fremont Tower, and another 228.6-meter tower adjacent to the Transit Center, to the Transit Center's 22,000 square meter Rooftop Park, providing direct access to the Center for thousands of office workers, visitors, and residents.

Sponsorship at the Transbay Transit Center is an extraordinary, unprecedented opportunity to name a new urban destination that will redefine downtown San Francisco, one of the most dynamic cities in the world. Set to change the city and urban history, the Transit Center is an iconic building which is permeable, accessible, secure, and welcoming to transit riders, neighborhood residents, visitors, and the surrounding business population. It will be pivotal in connecting all of California, from San Diego to Sacramento, and its brand will literally travel the state. This unique sponsorship/naming opportunity will:

- Enhance **corporate identity** by association with an inspiring, iconic civic landmark in the heart of a **vibrant** new downtown
- Increase **market capitalization** through **brand recognition**
- Provide exposure through concerts, performances, and cultural events
- Reinforce the Sponsor's **commitment** to the Transbay Neighborhood and the City of San Francisco
- Connect with the Bay Area **arts community** through support and endorsement of the region's most distinctive public displays of art

Interested parties may download this Request for Proposals from the site <http://www.transbaycenter.org/tjpa/doing-business-with-the-tjpa/current-contract-opportunities> or request a mailed copy from the TJPA at 201 Mission Street, Suite 2100, San Francisco, CA 94105, telephone: (415) 597-4620, email [Fundraising@transbaycenter.org](mailto:Fundraising@transbaycenter.org)

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