

# LIFESTYLE

## ***So, you want to promote your event on LifeStyle?***

You've come to the right place! LifeStyle is the region's go to resource for transit-oriented exploration. Here, our engaged followers find suggestions, reviews, and recommendations to make their days a lot more interesting, all within a mile of a Sound Transit station or stop. Looking for a way to promote your event and a sustainable way to get there? Look no further than LifeStyle.

### ***Who are our partners?***

#### **Our partners are:**

- Events and venues that appeal to Sound Transit riders, and offer the best value and/or discounts to Sound Transit customers
- Typically entertainment oriented, such as concerts, theater productions, community events (such as major parades) and sporting events
- Easily accessible via Sound Transit - within one-mile from a Sound Transit station or bus stop
- All across the region. We promote a diverse set of events accessible by all of the services we offer

#### **Our partners are not:**

- Demeaning or disparaging to an individual or group of individuals
- Vulgar, indecent or profane
- Inciting or encouraging violence, unlawful or illegal behavior or activities that are detrimental to the maintenance and safe operation of the Sound Transit system
- Offering "Adult"-oriented goods or services
- Solely promoting the consumption of alcohol and/or cannabis
- Mainly political or religious in nature
- In any way injurious to Sound Transit and its mission

### ***What do we need from you?***

Our partners provide 2 tickets for us to giveaway and help promote the giveaway through social collaboration.

### ***What do you get in return?***

LifeStyle partners receive features on our blog, newsletter and social media. They also have their own dedicated hero image banner linking to the giveaway article on the site for at least one week as well as logo recognition on the LifeStyle partnership web page.

### ***How do I submit a Proposal?***

Email [partnershipinstyle@soundtransit.org](mailto:partnershipinstyle@soundtransit.org) with the following information:

- |                          |                               |
|--------------------------|-------------------------------|
| ▪ Venue                  | ▪ Description of organization |
| ▪ Date and time of event | ▪ Website                     |
| ▪ Value of 2 tickets     | ▪ Social Media Accounts       |
| ▪ Description of event   |                               |

And the LifeStyle team will be in touch!