

# Employer Sponsored Bus Pass **TOOLKIT**



As a valued Employer Sponsored Bus Pass (ESBP) partner, Spokane Transit Authority wants to help you spread the word about this unique employee benefit. To make it easier, we've created a toolkit of customizable materials.



### Facebook Posts

Have a Facebook page just for employees? Our posts are the perfect way to communicate your ESBP program. Facebook posts available as a single image or carousel.

### Banner Ads

Have a company intranet? With four sizes to choose from, post a banner ad in this employee-specific online place. Banner ads available in:

- 160 x 600
- 300 x 250
- 226 x 280
- 728 x 90



# Don't **PASS** up the savings.

Take advantage of The Spokesman Review's Employer Sponsored Bus Pass program.



**Employee Benefit:**  
Monthly bus passes for \$XX (save \$X)

### Poster

Perfect for lunch rooms and other communal spaces, this poster was designed to get your employees' attention.

### Paycheck stuffer

Sized to fit in a standard envelope, the paycheck stuffer is the perfect way to send a "little something extra home" with your employees.



Contact your **Employee Transportation Coordinator** to get your employee bus pass.



### Email text and image

Add our customizable message to your next company newsletter to keep employees in the know. Image provided in both web and print formats.

Have an internal marketing team with design capabilities? STA will provide native design files to your team. Need help customizing your ESBP toolkit? STA is here to help.

Contact Brandon Rapez-Betty at [BRapez-Betty@spokanetransit.com](mailto:BRapez-Betty@spokanetransit.com) to get started with your Employer Sponsored Bus Pass toolkit.

**Basic**

Don't **PASS** up the savings.

**Employee Benefit:**  
Get a monthly bus pass for \$xx (save \$x)



 Spokane Transit

**Carousel**

Our company's **Employee Benefit:**



 Spokane Transit

Get a monthly bus pass for \$XX (save \$X)



 Spokane Transit

Don't **PASS** up the savings.



 Spokane Transit

60x600

Don't **PASS** up the savings.

Monthly Pass \$XX  
(Save \$X)



Contact your **Employee Transportation Coordinator** about your benefit.



Don't **PASS** up the savings.

Contact your **Employee Transportation Coordinator** about your benefit.



Monthly Pass \$XX  
(Save \$X)



335x280

Don't **PASS** up the savings.

Contact your **Employee Transportation Coordinator** about your benefit.



Monthly Pass \$XX  
(Save \$X)



300x250

Don't **PASS** up the savings.

Monthly Pass \$XX  
(Save \$X)

Contact your **Employee Transportation Coordinator** about your benefit.



738x90

Image



**Employee Benefit:**  
Get a monthly bus  
pass for \$xx (save \$x)

Contact your **Employee Transportation Coordinator** to get your employee bus pass.



Text

**Don't PASS up the savings. Take advantage of our Employer Sponsored Bus Pass program.**

Did you know that [COMPANY] offers all of our employees STA bus passes at a reduced rate? Get an STA monthly pass for \$[XX] and save \$[XX] a month. No more spending money at the pump or on parking. Want to get a pass? Contact [ETC'S NAME] at [PHONE] or [EMAIL].