



# BARTable Partnerships

Partner Kit 2021



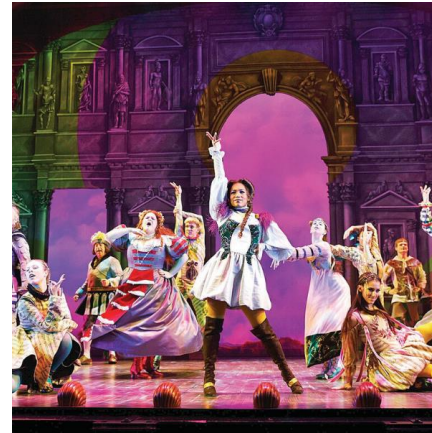
# This is BARTable

Welcome to BARTable.

There are so many interesting places near BART, we have an entire website, weekly email newsletter, and social media channels dedicated to our riders' favorite pastimes - eating, traveling, shopping, music, the performing arts, and the great outdoors (yes, even nature is BARTable).

Whether you want to explore the heart of San Francisco or the blossoming suburbs, we share our favorite, local discoveries online every day.

Who knew a transit-oriented lifestyle could be so fun?



# What We Do





# We are the Bay Area

Every year, BARTable supports over one-hundred organizations and events as an in-kind media sponsor. Partners include film festivals, street fairs, live theater, museums, sporting events, concerts and more. Here is a list of some of our partners:



# BARTable Readers

BARTable readers live a transit-oriented lifestyle, and they love to dine out, travel, shop and attend the hottest local happenings.

**1.4M** pageviews a year

**135k** email newsletter subscribers

**35k** social media fans

**Female 50.4%**



## What they say...

*"BARTable shows me stuff I didn't know I could do with BART."*

*"BARTable helps develop a sense of community."*

*"Great site! I can go anywhere and not drive!"*





# Calendar

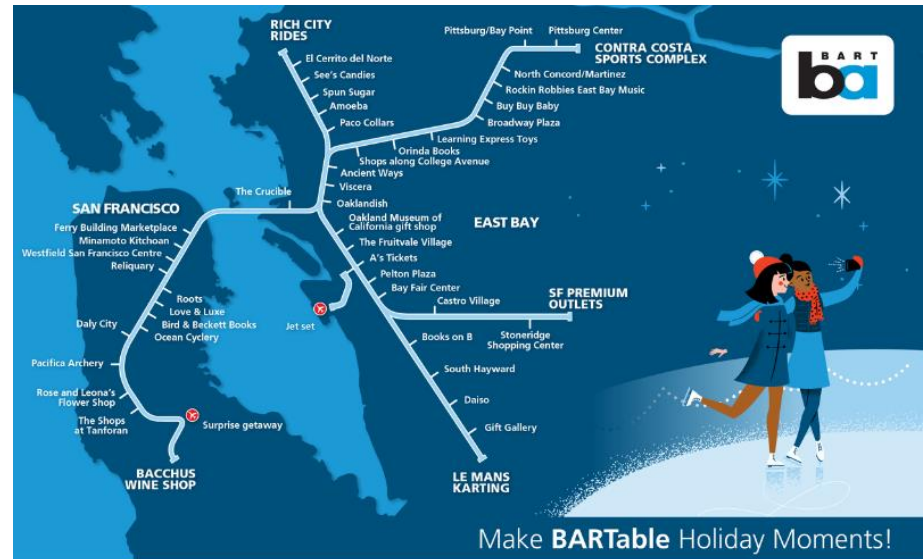
BARTable publishes original content every week. Our lifestyle articles cover food, arts, culture, profiles of BART riders, popular weekend happenings, things to do outside, and more. We also engage in seasonal campaigns to thank BART riders for doing what they do.

**Winter:** Look for our annual holiday sweepstakes. BARTable gives away shopping sprees, vacations, ice skating passes, “Nutcracker” tickets and other prizes each week from Thanksgiving through the New Year.

**Spring:** It’s all about that spring getaway. Did you know Fiji is BARTable? That’s because we give away vacation packages, complete with airfare, a hotel stay and Clipper cards to get you to the airport. In April, we celebrate Earth Day, touting the environmental benefits of riding BART. Spring also brings baseball with sweepstakes for tickets and experiences at the ball park.

**Summer:** The Bay Area at its finest. We give away summer staycation packages, which includes weekend hotel stays and tickets to local attractions. We also round-up the best outdoor festivals, and if you’re lucky, you may catch a glimpse of the BARTmobile in a parade.

**Fall:** The fall months are full of fun. We give away back-to-school packages and as the theater season heats up, tickets to the best shows in town, including musicals from Broadway.



# How We Do It





# Website

We create and curate authentic content

## Contest + Deals



Win tickets to SF Ballet's "A Midsummer Night's Dream"  
Civic Center/UN Plaza (SF)

## Latest News



Weekend track work between Orinda and Walnut Creek

## Eat + Drink

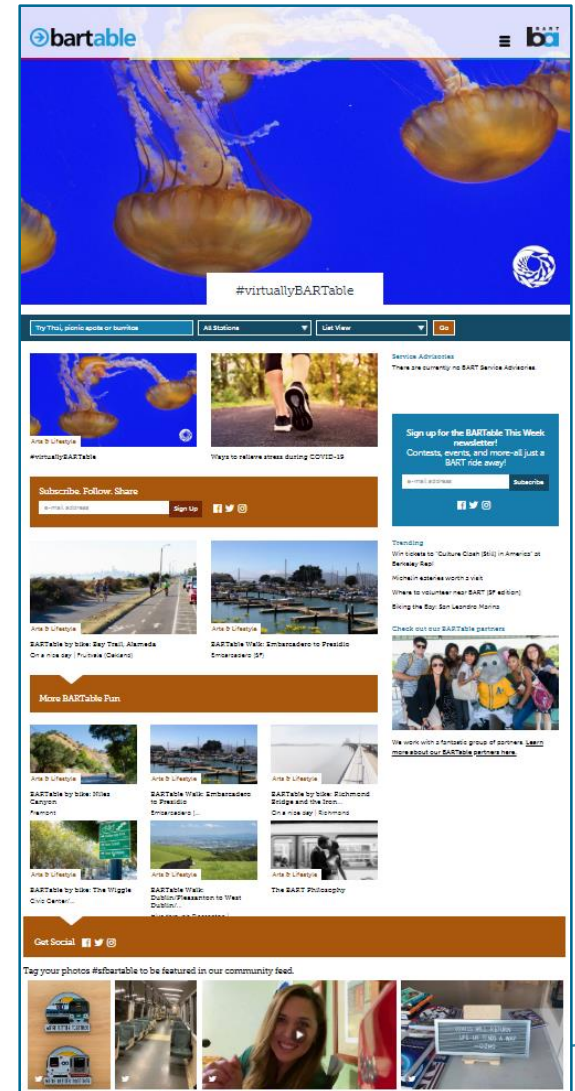


Tap into tapas

## Arts + Lifestyle



#virtuallyBARTable






# Email Newsletter

BARTable This Week is delivered to over 135k subscribers (and growing!) every Thursday afternoon. It's filled with special contests, discounts, events and stories just for BART riders.

February 06, 2020

**bartable this week**



### #myBARTphilosophy


From your work commute to taking the train to an event, BART brings people from all over the Bay together. Jill and Chris shared their BART philosophy with us, and now we want to hear your story.

Share your story with us in 1,000 characters or fewer on Instagram or Twitter, and tag @SFBARTable #myBARTphilosophy, or enter below for your chance to win a Valentine's Day package from Visit Berkeley and your #myBARTphilosophy story on BARTable.

**What's your BART philosophy?**

March 05, 2020

**bartable this week**




### Win Oakland Panthers season tickets

We're welcoming the Bay's newest team, the Oakland Panthers, by giving away a season's worth of fun. Enter to win two season tickets to the inaugural season of the Indoor Football League at the Oakland Arena with the Panthers.


Nearest Station: Coliseum | Walk: 3-5 minutes

**Hello Panthers**




### Check out what's BARTable this weekend

**Hello weekend**



### Your chance at tickets to see A.C.T.'s Toni Stone at the Geary Theater

**Hello baseball**




### 10 BARTable music venues

Every genre has a home in the Bay Area, which is a major stop for internationally touring acts—and BART helps make the process of witnessing a live show an easier part of your routine. No parking required. It's one thing to don headphones on public transit coming out to your latest favorite band. It's a whole other thing to head out on a train to see that same band performing steps away from you.

**Hello music**

January 16, 2020


**bartable this week**



### BARTable Rainy Day Fun

Don't let the weather rain on your parade and force you to live in a parka. Just take your fun indoors. Luckily, there's so much more than Netflix to help you pass the time in the Bay Area during winter's rainy season. The following BARTable bars, venues, and game hubs keep things lively even when it might be dreary on the other side of the wet window. Rain? Fog? Cold? Hop on BART and head to one of these spots where you'll never have to worry about being bored.

**Nobody is gonna rain on my parade**



### What's BARTable This Weekend?

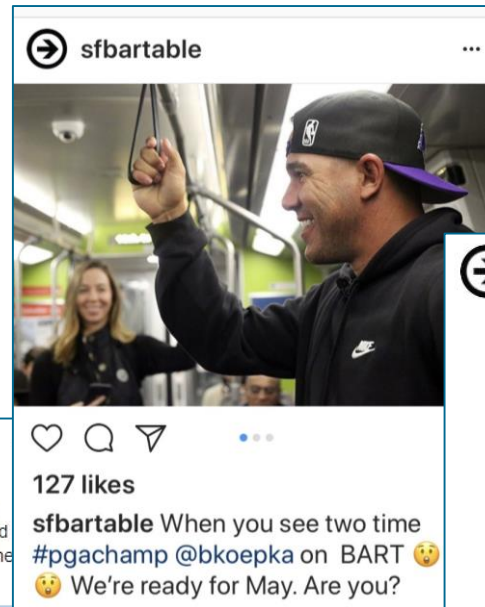
It's a long weekend for some and we're here to help you make the most of it. Friday Nights at OMCA is back for 2020 so you can get your dance and culture on, there are Women's Marches in Oakland, San Francisco, and Walnut Creek, and the Niners take on the Packers for the NFC Championship. We show you where the Faithful will be turning up to watch near BART. On Monday, there are MLK celebrations across the Bay. Click for more details.

**I want the weekend**

# Social Media

BARTable is on Facebook, Twitter and Instagram

- Reach our audience where they spend most of their time – online
- Includes image, @handle, hashtag and URL

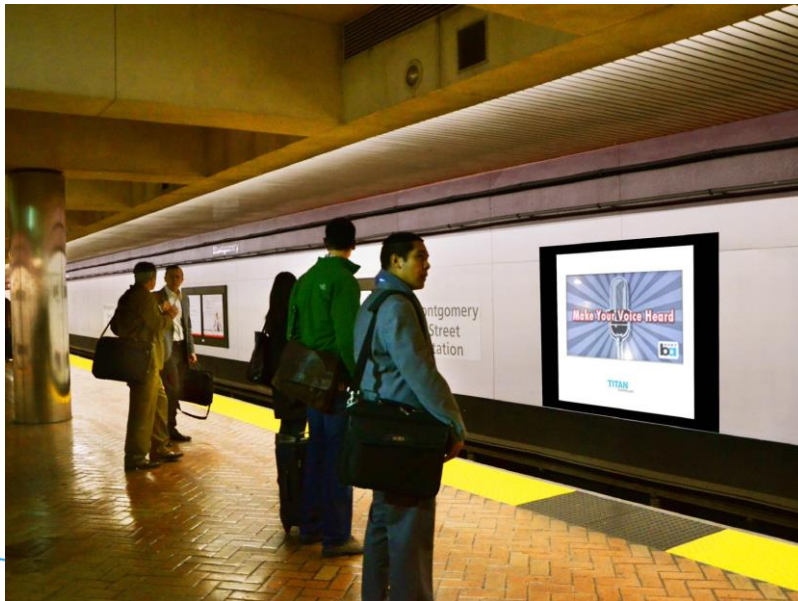




# Partner Promotion

In addition to the BARTable website, we offer in-station advertising to get your message directly in front of BART riders.

- Banners
- Messaging on train arrival signs
- Digital calendar
- In-station advertising opportunities





# Drop us a line!

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Online: [bart.gov/bartable](http://bart.gov/bartable) or [bart.gov/partners](http://bart.gov/partners)

Twitter and IG: [@SFBARTable](https://twitter.com/SFBARTable)

Facebook: [fb.com/bartable](https://facebook.com/bartable)

