



VIA Student Pass Partner Toolkit

Thank you for helping promote the VIA Student Pass.

This toolkit includes marketing materials to help schools and community partners promote the VIA Student Pass. Resources are included for digital and print communications to help eligible students learn more and apply.

The toolkit is available in both English and Spanish. Please use the version that best serves your audience.

Student Pass Overview

The VIA Student Pass provides eligible students with complimentary access to VIA bus service for school, after-school programs, educational opportunities and more.

Eligible students attending participating public, private, charter and homeschool programs may apply.

Eligibility & How to Apply

- Students **ages 12–18 may apply online**. Students under age 13 must have a parent or guardian complete the online application on their behalf.
 - Homeschooled students may also apply online and will need to pick up their Student Pass at any VIA Transit Center.
 - Complimentary Student Passes are available while funding lasts.
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Student Pass Program Resources

Visit VIAinfo.net/student-passes to:

- Learn more about the VIA Student Pass program
- Review current eligibility requirements
- Apply online

- View Frequently Asked Questions (FAQs)
- Download the toolkit

Questions?

Contact VIA goLine at (210) 362-2020

TOOLKIT ELEMENTS

Promote the VIA Student Pass using the digital and print assets below.

SOCIAL MEDIA

- Square graphic (1:1)
 - Two message options:
 - *Your Pass to the Future*
 - *Study on the Go*
 - Available in English and Spanish



Suggested social media copy:

 Great news for students and families! Students ages 12 to 18 can apply for a complimentary VIA Student Pass for the 2026-27 school year starting on August 1st.

The pass provides access to VIA bus service, including fixed route service, Park & Ride and VIA Link service, helping students get to school and other destinations throughout the year.

A limited number of passes are available, so families are encouraged to apply early.

Learn more, review eligibility and apply at: VIAinfo.net/student-passes/
#VIAStudentPass #BackToSchool #RideOnVIA

EMAIL NEWSLETTER

- Newsletter header banner (1200 × 400 px)

- Two message options:
 - *Your Pass to the Future*
 - *Study on the Go*
- Available in English and Spanish
- Suggested email copy below

WEBSITE

Web banner homepage hero (1920 x 1080 px)

- Available in English and Spanish
- Designed for website homepages and landing pages

Suggested Email/Web Copy:

Complimentary VIA Student Passes Available for Eligible Students

Great news for students and families! Eligible students ages 12 to 18 can apply for a complimentary VIA Student Pass, starting August 1, for the 2026-27 school year.

The VIA Student Pass provides eligible students ages 12 to 18 with unlimited access to VIA fixed route bus service, Park & Ride and VIA Link throughout the Fall 2026 and Spring 2027 semesters at no cost to participating families.

A limited number of complimentary passes are available through a funding initiative underwritten by District 7 Councilwoman Marina Alderete Gavito. Families are encouraged to apply as soon as possible while passes remain available.

To review eligibility requirements, learn more about the program or submit an application, visit VIAinfo.net/student-passes

PRINT:

- 8.5" x 11" Student Pass flyer