



Published on *MTS Intranet* (<https://mtsnet.demosite.us>)

[Home](#) > MTS, Sycuan Casino Ink Naming Rights Deal for Green Line

Thursday, January 4, 2018

MTS reached an agreement with Sycuan Casino that will generate up to \$25.5 million in non-fare revenue for MTS operations over a 30-year term. The 24 miles of track serve an attractive area for advertising, including high visibility assets along Interstate 8. The MTS Marketing Department is planning to add the Sycuan Green Line name to all materials during the January schedule shake-up.

News Category:

[MTS News](#)

[Trolley](#)

Source URL: <https://mtsnet.demosite.us/news/mts-sycuan-casino-ink-naming-rights-deal-green-line>