

Purpose

The American Traffic Safety Services Foundation sponsors are companies and organizations that care about the mission and purpose of The Foundation's programs. The Foundation works with its sponsors on initiatives such as the maintenance of the physical memorial, honoring the lives of those lost in work zone crashes and educating the public on the Toward Zero Deaths initiatives.

Available Partnership Levels

Platinum Level: Annual Sponsorship with 3-year commitment	Gold Level: Annual Sponsorship with 1-year commitment
\$2,500 per year for 3 years OR \$6,000 paid in full for 3-year commitment	\$1,000 per year (Paid in full at the time of agreement)

Benefits and Branding Opportunities Received

During the Year	Platinum Level	Gold Level
Logo placement on recognition signage to travel with the Memorial, approximately 12 locations per year, including the National Work Zone Awareness Week event	✓	✓
Logo placement on The Foundation website	✓	✓
Thank you postcard with Sponsor Logo will accompany the National Work Zone Memorial Host Site Application and Schedule and will be distributed at events and trade shows where The Foundation is an exhibitor	✓	✓
At ATSSA's Midyear Meeting	Platinum Level	Gold Level
Thank you postcard with Memorial Host Site Application and Schedule on all 200+ place settings at the Midyear General Session	✓	✓
At Foundation Golf and Sporting Clay Events	Platinum Level	Gold Level
Logo placement on recognition signage	✓	
At ATSSA's Annual Convention & Traffic Expo	Platinum Level	Gold Level
Logo placement on recognition signage in Foundation Booth at Traffic Expo	✓	✓
Recognition by The Foundation President at ATSSA's Opening General Session Speech	✓	
Logo placement on the ATSSA Expo Mobile App	✓	
Company/Sponsor name in the Annual <i>Traffic Expo Magazine</i>	✓	
Company/Sponsor name in the Annual Convention & Traffic Expo <i>Program & Exhibit Guide</i>	✓	
Company/Sponsor name in ATSSA's <i>The Signal</i> magazine	✓	



The Foundation Sponsorship Opportunities and Benefits Form

Promoting Roadway Safety Through Charitable Giving and Public Awareness

Sponsorship Order Form

To secure one of these sponsorship opportunities, please fill out this form.

Purchase deadline is September 30, 2018.

Contact Information

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Work Phone: _____ Contact Phone: _____

Email Address: _____

Company/Sponsor Name to be Included with Branding Opportunities: _____

Check this box stating that you understand your company/sponsor logo must be provided to The Foundation before all of your branding opportunities can be completed. (Preferred logo file formats: .eps, .ai, .psd. Other acceptable logo file formats: .jpg, .png, .gif, .pdf. Email logo to foundation@atssa.com.)

Sponsorship Choice

Platinum Level: \$2,500 per year for a 3-year commitment (to be paid in three annual installments)

\$6,000 for a 3-year commitment (to be paid in full at the time of this agreement)

Gold Level: \$1,000 per year (to be paid in full at the time of this agreement)

Payment

My check for \$ _____ is enclosed. Check # _____

Make checks payable to American Traffic Safety Services Foundation.

Charge my card \$ _____ VISA MC AMEX

Card Number: _____

Exp. Date (MM/YY): _____ CVV Number _____

Cardholder Name: _____

Authorized Signature: _____

Platinum Level sponsors choosing the \$2,500 per year option will be invoiced annually for the next two years following the initial first annual payment.

Mail, Email or Fax Completed Form to:

American Traffic Safety Services Foundation
Attn: Foundation Sponsorship
15 Riverside Parkway, Suite 100
Fredericksburg, VA 22406

Email: foundation@atssa.com

Fax: 540-368-1717

Make a Donation to The Foundation

Companies, organizations and individuals can also make donations to ensure The Foundation's programs, such as the maintenance of the Memorial, can continue. All donations, regardless of dollar amount, are appreciated and be made by visiting www.atssa.com/TheFoundation/Give.