

2024 Lifesavers Conference on Roadway Safety
Sponsorship Opportunities

Promote your organization's expertise and become a 2024 Lifesavers Conference sponsor. Benefits include recognition on the Lifesavers Conference website, mobile app, and onsite at the conference. There is also special seating and public recognition at the Public Service Awards luncheon and closing plenary luncheon.

As a non-profit organization with dedicated volunteers that plan and manage this large conference, Lifesavers relies on sponsors to make the conference affordable and available to a wide audience. As a Lifesavers sponsor, you make it possible to offer low-cost registration fees and scholarships. Your sponsorship enables sharing of research and successful traffic safety programs from organizations that otherwise would not be able to attend. Lifesavers is successful because of sponsors like you. There are five sponsorship levels:

Friend (Non-Profit Only – $1,000 to $2,499)

- Recognition on Lifesavers' website sponsor page, mobile app, and event site with a link to your organization's website and social media handles. Sponsor must provide link and handles.
- Your logo will also be placed in the following locations:
  - Lifesavers email blasts
  - Registration site login page
  - Onsite Signage
  - Recognition in at least one "Thank You to Our Sponsors" social media post. Sponsor must provide handles.
  - Welcome screen during plenary/luncheons
- Special recognition for exhibiting sponsors (in the exhibit hall)
- A VIP seat at the Monday Public Service Awards Luncheon
- A sponsor badge ribbon

Supporter ($2,500 to $4,999)

All Friend benefits above, plus:

- An additional VIP seat at the Monday Public Service Awards Luncheon (total of two)
- An additional sponsor ribbon (total of two)

Partner ($5,000 to $9,999)

All Supporter benefits above, plus:

- An additional VIP seat at the Monday Public Service Awards Luncheon (total of three)
- An additional sponsor ribbon (total of three)
- Complimentary pre and post-conference participants list in Excel format (value of $600)
- Complimentary exhibit booth with sponsor recognition sign (booth includes one free exhibit registration & additional exhibit registration at the reduced rate of $375) (value of $2,375)
  - If not exhibiting, you receive a complimentary attendee registration (value of $625)
- Priority booth selection (based on availability – register early!)
- One pre-conference custom social media "Sponsor Spotlight" post. Sponsor must provide 1-3 sentences describing why they find Lifesavers valuable as well as handles, hashtags, and web links if desired. (PRICELESS)

Champion ($10,000+)

All Partner benefits above, plus:

- An exclusive invitation for up to two representatives from your organization to attend a pre-conference networking event with Conference Board and Planning Committee Members, as well as Traffic Safety Scholars (PRICELESS)
- An opportunity to include a small item or communication from your organization in attendee welcome bags (subject to Lifesavers approval) (PRICELESS)
- Two additional complimentary attendee registrations (total of three) (value of $1250)
- Sponsorship opportunities beyond the $10,000 level are available and could include targeted brand recognition on a specific offering (e.g., coffee break, snack station). Contact the sponsor chair for details.

Platinum ($25,000+)

For Lifesavers 2024, we are excited to offer three unique PLATINUM sponsorship packages that include all the Champion benefits plus targeted brand recognition.

- **Wi-Fi Sponsor Package –** Includes all the perks of Champion level plus signage that says wi-fi provided by sponsor, plus sponsor's name or slogan will be both the wi-fi network name and the wi-fi password.
- **Mobile App/Event Site Sponsor Package –** Includes all the perks of Champion level plus the sponsor's logo and banner ad will be displayed as a banner ad on the event site and on the mobile app's open page, loading page, and as a banner ad on every page that supports banners. It should be noted that the Lifesavers 2024 event site and mobile app is the exclusive source of the conference schedule and workshop handouts. Sponsor must provide artwork/copy.
- **Photo Booth Sponsor Package –** Includes all the perks of Champion levels plus ALL pictures taken at the booth(s) will have a custom frame or background that will include the sponsors name or slogan integrated with the Lifesavers logo.

For sponsors unable to take advantage of certain specific benefits, you can donate that benefit to another non-profit organization or attendee, with prior approval from Lifesavers.

The Sponsor Response Form is found on the next page. Contact the Lifesavers Conference at 703-922-7944, or email kkingsleyconsulting@gmail.com for more information.



2024 Lifesavers Conference on Roadway Safety Sponsor Response Form

OUR SPONSORSHIP COMMITMENT IS: $_____

OUR SPONSORSHIP LEVEL (please mark your choice):

Friend (non-profit only) ($1,000-2,499) ____ Supporter ($2,500-4,999) ____ Partner ($5,000-9,999) ____

Champion ($10,000 +) ____ I'd like to hear about add-on options to increase my brand exposure ____

Platinum ($25,000) Wi-Fi Package ____ Mobile App/Event Site Package ____ Photo Booth Package ____

IS YOUR ORGANIZATION A NON-PROFIT? ___ YES ___ NO

ORGANIZATION NAME _____
(Provide **exact** name as you wish it to appear in conference materials)

WEBSITE ADDRESS _____
(For posting on Lifesavers Conference website, mobile app, & event site)

SOCIAL MEDIA HANDLES_____
(For tagging on Lifesavers social media sites)

CONTACT NAME _____

MAILING ADDRESS _____

_____

CONTACT TELEPHONE _____

CONTACT EMAIL _____

INVOICE – Lifesavers Conference will send an invoice to the contact person above. Please provide alternative address if needed: Name _____ Email _____

THANK YOU!

PLEASE EMAIL THIS FORM TO Lofgren@meetingsmgmt.com

Checks are payable to Lifesavers Conference, Inc. and mailed to:
Lifesavers Conference, Inc.
PO Box 30045, Alexandria, VA 22310
703-922-7944

If you prefer to pay by credit card, please contact our registrar, Sara, at 703-936-8581. Sara will take your information via phone.