

Fatality Free FRIDAY

28 MAY 2010

Corporate Alliance Partnerships

A Fatality Free Friday Corporate Alliance is the ideal way to actively express your organisation's commitment to cutting deaths on Australia's roads with a high profile opportunity to show leadership in your community or industry.

Your organisation will be seen demonstrating an active duty of care by reminding staff and customers, families and friends that we all have a role in reducing the road toll. For a simple one-off investment, you will become a Fatality Free Friday Alliance Partner for 2010 and will receive a range of benefits including promotional items and corporate acknowledgement as well as a unique networking opportunity with Fatality Free Friday founder Russell White. There are four levels of partnership:

Gold Ambassador

A Fatality Free Friday Gold Ambassadorship includes:

- 500 FFF Stickers • 12 FFF Posters
- Framed Certificate of Participation
- Custom branded pledges for download
- An invitation for four to an exclusive networking event with Russell White in your state including your logo displayed at the function*
- Acknowledgement on the FFF web site (logo and link back to web site plus a brief corporate profile)
- FFF web button or banner for your corporate web site
- Acknowledgement in the FFF e-mail newsletter
- FFF key rings (*quantity to be announced*)

Investment: \$5000

Alliance Partnership

A Fatality Free Friday Alliance Partnership includes:

- 250 FFF Stickers • 6 FFF Posters
- Framed Certificate of Participation
- Custom branded pledges for download
- Your invitation to an exclusive networking event with Russell White in your state*
- Acknowledgement on the FFF web site (logo and link back to web site)
- FFF web button or banner for your corporate web site
- Acknowledgement in the FFF e-mail newsletter
- FFF key rings (*quantity to be announced*)

Investment: \$1100

Silver Ambassador

A Fatality Free Friday Silver Ambassadorship includes:

- 450 FFF Stickers • 8 FFF Posters
- Framed Certificate of Participation
- Custom branded pledges for download
- An invitation for two to an exclusive networking event with Russell White in your state*
- Acknowledgement on the FFF web site
- FFF web button or banner for your corporate web site
- Acknowledgement in the FFF e-mail newsletter
- FFF key rings (*quantity to be announced*)

Investment: \$2500

Alliance Associate

A Fatality Free Friday Alliance Associate includes:

- 100 FFF Stickers • 2 FFF Posters
- Framed Certificate of Participation
- Your invitation to an exclusive networking event with Russell White in your state*
- Acknowledgement on the FFF web site
- FFF web button or banner for your corporate web site
- Acknowledgement in the FFF e-mail newsletter

Investment: \$750

Corporately customised Fatality Free Friday merchandise is also available at extra cost.

*Conditions and limitations apply. See the web site for full details.

If you'd like to know more about the Fatality Free Friday philosophy and history, visit www.fatalityfreefriday.com

APPLICATION FORM

Name: _____

Payment Method: Cheque

Company/Organisation: _____

**Please make cheques payable to: Fatality Free Friday,
PO Box 1551, Oxenford Qld 4210 Australia.**

Address: _____

or complete and fax this form to (07) 5573 7116

Mastercard Visa

Postcode: _____

Name on card: _____

Ph: _____ Fax: _____

Card Number:

□□□□ □□□□ □□□□ □□□□

Email: _____

Expiry Date: ___/___

Size of Company Vehicle Fleet: _____

Amount: \$5000 \$2500 \$1100 \$750

Signature: _____

Office use only: Receipt no: _____ Entered: _____ Date Paid: _____ RSS: _____

Fatality Free FRIDAY

28 MAY 2010

Fatality Free Friday is an award-winning road safety initiative. It centres on one simple premise: That if drivers consciously think about road safety and safe driving for just one Friday in the year, that day's toll could be reduced to zero.

That's our aim. Not a single road death in Australia for just one day. Just one Fatality Free Friday.

We further believe that by making people think about staying alive on the road on Friday 28 May 2010, they'll drive safer for the next few days too and reduce the traditionally high weekend fatality rate. If people can do that on one Friday and one weekend, we can create a change in driving culture so they do it every Friday and every weekend - and ultimately every day of the year.

Why It Works

Fatality Free Friday puts the emphasis back on to the only people who make a real difference – everyone who drives a vehicle or who has ever been a passenger.

We take responsibility for our actions as drivers, passengers and pedestrians; we encourage others to take responsibility by being accountable to our colleagues, our friends, our families and ourselves.

What You Can Do

You can be a part of this internationally recognised program by becoming a Fatality Free Friday Corporate Alliance Partner and join individuals governments, community organisations and companies.



About The Event

Fatality Free Friday was established in 2007 to coincide with the United Nations First Global Road Safety Week.

Since then it has attracted widespread media attention throughout Australia, as well as significant corporate support. Last year, Bev Brock, former wife of Australian motor racing driver Peter Brock, became the Patron of Fatality Free Friday.

Fatality Free Friday founder Russell White has experience in the Driver Training Industry spanning more than 18 years and is now the Managing Director of DriverSafety.com.au. He is widely regarded as one of Australia's leading Road Safety advocates, establishing university research programs and presenting papers at hearings for the Queensland Travel Safe Committee and the Transport and Regional Policy Committee at Parliament House in Canberra.

He is a regular media commentator on road safety issues, contributes to various leading publications and is author of the book Drive Ability. In addition he hosts a weekly show on Radio 4BC, presents motoring reviews for NBN Television's The Good Life and has appeared on programs including A Current Affair, Getaway, Brisbane Extra, Today Tonight, Sunrise and The Great South East.

Images from Fatality Free Friday 2009 (clockwise from top left): 1600 pairs of shoes symbolised the annual road toll at an event in Brisbane; Russell White with supporter Russell Ingall; FFF convoy participants on the Gold Coast; speaking to school children.



**Highly Commended Initiatives: Fatality Free Friday, Russell White
2007 Queensland Road Safety Awards**