



[www.FatalityFreeFriday.org](http://www.FatalityFreeFriday.org)

## FATALITY FREE FRIDAY SPONSORSHIP PROPOSAL

**A total of 1,885 people were killed in Nevada in traffic accidents  
from 2001 to 2005.**

**Nevada's traffic fatality rate in 2005 was 2.06 fatalities per  
100 million vehicle miles of travel,  
42 percent higher than the national traffic fatality rate  
in 2005 of 1.45.\***

**YOU can do something to help!**



**ROAD SAFETY  
IS NO ACCIDENT**

UNITED NATIONS ROAD SAFETY COLLABORATION

\* Source: <http://www.tripnet.org/state/NevadaPressRelease031507.pdf>



## **BACKGROUND**

Road Safety is a global issue that ranks as one of the most pressing matters facing society today. The social, economic and emotional costs are immense and these figures are poised to increase unless something is done, NOW.

**Fatality Free Friday** represents a fresh approach in dealing with what is a complex issue. The day is designed to focus public attention on road safety and encourage all road users to think and drive safely.

**Our goal is to ensure that there are no road crash fatalities in Las Vegas during Friday, May 25<sup>th</sup>, 2007**

**Act NOW and YOUR ORGANIZATION is publicly linked to this sensational event and to the reduction of deaths on our roads.**

It is a call to action that will serve as a platform for a targeted and ongoing approach to road safety through a mass media campaign and community involvement.

**Fatality Free Friday** is backed by the first United Nations Global Road Safety Week (April 23-29). The week represents a unique opportunity to raise community awareness on road trauma. The key messages for the week are: Road traffic injuries are a major global public health and development problem. Their magnitude is expected to rise considerably in the years ahead.

- Road traffic injuries greatly impact upon young lives.
- Road traffic injuries can be prevented
- Road safety is no accident.
- International cooperation is crucial to strengthening national road safety efforts.



## **TOGETHER WE CAN MAKE A DIFFERENCE**

– but we need to act NOW.

*“The holocaust on the roads today is nothing short of appalling but it seems to be comprehended by the public in general with complacency. To achieve even a reduction in the number of road accidents raises issues of great complexity. The most important factors are the education of all road-users in road behaviour and segregation of road users – motorists, cyclists and pedestrians.”*

It is clear that this statement a report tabled by the Select Committee of the House of Lords in London, identified the real core of the issue. However, you may find it interesting to know that these words were spoken back in **1939**. One could argue that the situation hasn't changed much since then.

## **MEDIA SUPPORT**

Fatality Free Friday already has the support of a number of mass media outlets and we have regular media releases going to media right across the country.

This interest will generate a significant amount of local and national media exposure for the event and it's sponsors. The inaugural event will serve as a foundation to build on as the event expands nationally into the coming years.

## **SPONSORSHIP**

A unique opportunity exists for your organization to secure sponsorship rights for Fatality Free Friday 2007 and beyond.

Clearly, the lead in time for this first event is relatively short, however the media and community interest generated from the launch of the program will provide significant exposure across all media on a local and national basis.



## **BENEFITS TO YOUR ORGANIZATION**

The issue of road safety has never been at a higher level of interest. This is the case not only from a community standpoint, but from a media and political aspect as well.

Supporting Fatality Free Friday would provide your organization with an instantaneous advocacy position in terms of road safety and community support.

The association would forge a strong public link between your brand and road safety. **Currently this market segment is largely untapped and is looking for leadership.**

Fatality Free Friday provides a unique opportunity for your organization to leverage that leadership position and help to further its corporate values to the community.

Finally, the relationship would help and value to your brand and provide a powerful means to help attract new customers.

The key points of the sponsorship package include:

- Sponsorship rights for Fatality Free Friday 2007.
- Branding featured on the Fatality Free Friday website.
- Branding on all Fatality Free Friday download materials.
- Web links to your website.
- National and local mass media coverage during the campaign.
- Opportunities to leverage the association with other Fatality Free Friday supporters and event partners.
- Participation in the event by your staff and shareholders.
- Road safety ambassadorship
- Ongoing road safety exposure beyond the focus event.



## **ORGANIZERS**



### **Russell White**

<http://www.fatalityfreefriday.com/about/organisers/index.htm>

Fatality Free Friday is the brainchild of Australian, Russell White, General Manager of Driver Safety in Motion Pty Ltd.

Russell White's experience in the Driver Training Industry spans more than 16 years. He is widely regarded as one of Australia's leading Road Safety advocates and most recently was the General Manager of the highly successful Holden Performance Driving Centre on Queensland's Gold Coast.

Throughout his career, Russell has assisted thousands of people from all over the world to become safe and competent drivers by passing his skills and knowledge on 'The Art of Technically Better Driving'. He is a regular media commentator on road safety issues and contributes written articles for several leading publications.

He has been at the forefront of some of the most recent research into driver training and established a joint research program with Griffith University on the Gold Coast. This PHD study focused on the biomechanics of the driver and how these impact on the driver's performance and was a world first in this field. Currently, Russell is continuing with his academic studies and completing a Graduate Certificate in Road Safety with CARRS-Q.

Governments at both State and Federal levels have sought Russell's views on Road Safety issues. He has presented papers at hearings for the Queensland Travel Safe Committee and the Transport and Regional Policy Committee at Parliament House in Canberra, Australia.



Russell has designed and delivered various Training and Vehicle Release programs for vehicle manufacturers such as Holden and BMW. He was also the manager for the Mercedes-Benz National Driver Training Program. This ambitious program was unique and the first national program ever to be undertaken by a vehicle manufacturer.



**Leigh St John** (<http://www.LeighStJohn.com/fatalityfreefriday.html>)

Leigh St John is proud to be the US Ambassador for Fatality Free Friday.

A leading Australian Achievement Strategist and Impression Management Expert who now splits her time between Australia and the USA, Leigh's client list reads like a who's who of some of the world's top companies.

Message from Leigh: "My father died in a road accident so this is something dear to my heart and I am proud to be the US Ambassador for this event.

Backed by the United Nations' Global Road Safety Week, 'Fatality Free Friday' is when we focus our attention on just one day - making just one day fatality-free on our roads.

**Las Vegas - May 25th (Memorial Day Weekend)** - This is the location and date of the first US-based 'Fatality Free Friday' and we need your support!

**Why May 25th?** We thought the Friday before the Memorial Day Weekend would be a timely reminder to stay safe on our roads.

Wouldn't it be wonderful if this year we remembered Memorial Day Weekend for all those who *didn't* die?"



## **INVESTMENT:**



### **Gold Sponsor – Naming Rights - \$25K**

As the **Naming Rights Sponsor**, your organization will be in a unique position to benefit from widespread visibility during the event with branding opportunities across many aspects:

- Your name will be featured in ALL media as **The “YOUR ORGANIZATION” Fatality Free Friday!**
- Funds raised from this event will be used for the production and airing of a series of professionally produced radio advertisements that will be **aired every Friday on radio stations throughout Las Vegas for a period of 12 months promoting road safety and promoting your company’s association with continued road safety!**
- Your logo will be featured on EVERY PIECE of Promotional Material
- Your logo will be placed on EVERY PAGE of the Fatality Free Friday Website
- A link will be included from the Fatality Free Website to your website
- You will have first right of refusal for continued branding via naming rights of the event in 2008 when we will envisage taking Fatality Free Friday to an even larger national audience
- VIP invitations to all events held in conjunction with Fatality Free Friday
- An opportunity to present at any events held in conjunction with Fatality Free Friday
- Collateral use of the Fatality Free Friday Gold Sponsor logo that will be provided in jpeg format
- Framed Certificate honoring your Sponsorship

- We will also distribute a specific media release to over 500 national and local media specifically highlighting your sponsorship of Fatality Free Friday

### **Sole Naming Rights**

#### **A unique and strictly time-limited opportunity!**

If you would like to be the **SOLE NAMING RIGHTS SPONSOR** – the investment for this premium sponsorship is only an additional \$10K on top of the Gold Sponsorship.

**That means YOURS is THE name that people will link with Fatality Free Friday and with road safety in Las Vegas, for an investment of only \$35K.**

As you would understand, this is a limited-time offer in that as soon as we receive any Gold Sponsors, the SOLE Naming Rights Sponsorship is no longer available.



## **INVESTMENT:**



### **Silver Sponsor – \$10K**

As the **Silver Sponsor**, your organization will benefit from high visibility during the event:

- Your name will be featured in various media as a Sponsor of **Fatality Free Friday**
- Your logo will be featured on all major of Promotional Material
- Your logo will be placed on the Partners Page of the Fatality Free Friday Website
- A link will be included from the Fatality Free Website to your website
- You will have first right of refusal for continued sponsorship of the event in 2008 when we will envisage taking Fatality Free Friday to an even larger national audience
- Collateral use of the Fatality Free Friday Silver Sponsor logo that will be provided in jpeg format
- Framed Certificate honoring your Sponsorship



## **INVESTMENT:**



### **Bronze Sponsor – \$2K**

As the **Bronze Sponsor**, your organization will benefit from exposure across many aspects of the event:

- Your name will be featured in various media as a Sponsor of **Fatality Free Friday**
- Your logo will be placed on the Fatality Free Friday Website
- You will have first right of refusal for continued sponsorship of the event in 2008 when we will envisage taking Fatality Free Friday to an even larger national audience
- Collateral use of the Fatality Free Friday Bronze Sponsor logo that will be provided in jpeg format
- Framed Certificate honoring your Sponsorship



BENEFITS	GOLD	SILVER	BRONZE
Your name will be featured in ALL media as The "YOUR ORGANIZATION" Fatalities Free Friday!	✓	✗	✗
Professionally produced radio advertisements that will air in Las Vegas every Friday for a period of 12 months and will feature your company name	✓	✗	✗
Your name will be featured in various media as a Sponsor of Fatalities Free Friday	✓	✓	✓
Your logo will be featured on EVERY PIECE of Promotional Material	✓	✗	✗
Your logo will be featured on all major of Promotional Material	✓	✓	✗
Your logo will be placed on EVERY PAGE of the Fatalities Free Friday Website	✓	✗	✗
Your logo will be placed on the Partners Page of the Fatalities Free Friday Website	✓	✓	✓
A link will be included from the Fatalities Free Website to your website	✓	✓	✗
You will have first right of refusal for continued sponsorship of the event in 2008 when we will envisage taking Fatalities Free Friday to an even larger national audience	✓	✓	✓
VIP invitations to all events held in conjunction with Fatalities Free Friday	✓	✗	✗
An opportunity to present at any events held in conjunction with Fatalities Free Friday	✓	✗	✗
Collateral use of the Fatalities Free Friday Sponsor logo that will be provided in jpeg format	✓	✓	✗
Framed Certificate honoring your Sponsorship	✓	✓	✓
We will distribute a specific media release to over 500 national and local media specifically highlighting your sponsorship of Fatalities Free Friday	✓	✗	✗
We will distribute a specific media release to local media specifically highlighting your sponsorship of Fatalities Free Friday	✓	✓	✗



## **PROMOTIONAL POSTERS**

We will provide you with the jpeg images of the five different posters we will be using during the campaign.

We are seeking a 'Naming Rights Sponsor" and should this sponsor be obtained, their logo will also appear on the posters.

**Of course, if YOU are the Naming Rights Sponsor...** the only image on ALL posters that go to media, schools, businesses etc, apart from the United Nations and the branding of Fatality Free Friday - is **YOURS!**

DRIVE TO STAY ALIVE ON MAY 25

Fatality Free  
**FRIDAY**



### Too late to stop drinking

Consuming alcohol before driving increases the risk of a crash as well as the likelihood that death or serious injury will result. Passing a drink-driving law and enforcing it can reduce the number of road deaths by 20%.

Be part of the solution: never drink and drive.

  ROAD SAFETY  
IS NO ACCIDENT  
[www.who.int/roadsafety](http://www.who.int/roadsafety)

DRIVE TO STAY ALIVE ON MAY 25

Fatality Free  
**FRIDAY**



### Too late to put on your helmet

Most motorcycle deaths are a result of head injuries. Wearing a motorcycle helmet correctly can cut the risk of death by almost 40%, and the risk of severe injury by 70%.  
Be part of the solution: wear a helmet.

  ROAD SAFETY IS NO ACCIDENT  
[www.who.int/roadsafety](http://www.who.int/roadsafety)

DRIVE TO STAY ALIVE ON MAY 25

Fatality Free  
**FRIDAY**



**Too late to fasten your seat-belt**

Wearing a seat-belt reduces the risk of being ejected from a vehicle and suffering serious or fatal injury by between 40% - 65%.  
Be part of the solution: wear a seat-belt.

  ROAD SAFETY IS NO ACCIDENT  
[www.who.int/roadsafety](http://www.who.int/roadsafety)

DRIVE TO STAY ALIVE ON MAY 25

Fatality Free  
**FRIDAY**



### Too late to slow down

Speed kills all types of road users – drivers, pedestrians and cyclists. A 5% cut in average speed can reduce the number of fatal crashes by as much as 30%.  
Be part of the solution, don't speed.

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IS NO ACCIDENT  
[www.who.int/roadsafety](http://www.who.int/roadsafety)

DRIVE TO STAY ALIVE ON MAY 25

Fatality Free  
**FRIDAY**



### Too late to be seen

Pedestrians and cyclists can be difficult to see on the roads, which increases their risk of road traffic injuries. Wearing lightly-coloured or reflective clothing makes them much more visible and can help avoid collisions.

Be part of the solution: be seen on the road.

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## **NEXT STEPS**

As the event date itself is near we would require conformation of your support as soon as possible by completing the Sponsorship Acceptance Form.

Once this is received we can promote your involvement in this wonderful event through our media links, press releases, your logo on promotional materials and more...

We would like to thank you for your interest in supporting Fatality Free Friday and we look forward to the opportunity of working together on this event and expanding our association into the future.



First United Nations Global Road Safety Week  
a toolkit for organizers of events

## Message from the United Nations Secretary-General

on the occasion of the *First United Nations Global Road Safety Week, 23–29 April 2007*

**T**HE FIRST UNITED NATIONS GLOBAL ROAD SAFETY WEEK IS AN IMPORTANT opportunity for improving safety for the hundreds of millions of young people who travel the world's roads every day.

Since World Health Day 2004 and subsequent discussions in the United Nations General Assembly, governments and their partners have paid increased attention to road safety. But we still have a long way to go. Road traffic crashes kill nearly 1.2 million people worldwide every year, and injure millions more. They are the second leading cause of death for people aged 5 to 25 years, with devastating impact on families and communities. Among this age group, young men – as pedestrians, cyclists, motorcyclists, novice drivers and passengers – are nearly three times more likely to be killed or injured on the roads than young women.

Fortunately, there is a growing recognition that road traffic injuries can be prevented. It has been demonstrated in a number of countries that by acting on key factors, in particular drink-driving, speeding, the wearing of helmets and seat-belts, and road design and infrastructure, a significant number of lives and financial resources can be saved even as motorization continues to rise.

Road safety is no accident. Road safety happens through the deliberate efforts of many individuals and many sectors of society, governmental and nongovernmental alike. Every one of us has a role to play: ministers of transport, health and education; health care providers; automobile associations; educators; students; insurers; vehicle manufacturers; the media and victims of road traffic crashes and their families. But a strong commitment at the political level is crucial. Today's success stories often result from a decision at the highest level of government to improve safety on the road.

Through the *World Youth Assembly for Road Safety* – the key global event of the *First United Nations Global Road Safety Week* – the World Health Organization, United Nations Regional Commissions and their partners are giving a voice to young people. Let us listen to their advice. And let us improve safety on the world's roads, for their sake and for ours.

  
Kofi A. Annan

[Source: Tool Kit for Organisers of Events - [http://whqlibdoc.who.int/publications/2006/9241594829\\_eng.pdf](http://whqlibdoc.who.int/publications/2006/9241594829_eng.pdf)]



**SPONSORSHIP ACCEPTANCE FORM**

Name of Sponsor (eg Company Name): \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

**Please accept my Sponsorship of Fatality Free Friday as listed below:**

FINANCIAL SPONSORSHIP: \$ \_\_\_\_\_ [Naming Rights / Gold / Silver / Bronze]

IN-KIND SPONSORSHIP: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_