

Key Sponsorship Opportunities

Brand Placement

Campaign Period:

May 25, 2024 to September 2, 2024



Community Champion

\$499 / month

This sponsorship offers great opportunities to boost your brand visibility in a select region and show affiliation towards this important cause. Sponsor a Safety Zone that will span 25 locations across your specified city to facilitate high-frequency interactions between your brand and our users.



Community Champion

Key Sponsorship Opportunities

TrypScore App

The TrypScore app is our driver behavior scoring tool. It's where drivers go to better their driving, see scores, view their community maps, complete challenges, and engage with local brands.

As a Community Sponsor, your brand will be highlighted in these engaging in-app features including the following:

Safety Zone Pyns (25 locations)

Create a Safety Zone consisting of 25 Pyns with your logo on them to promote safe driving in a community or region that's important to you.

Safety Zone Badge

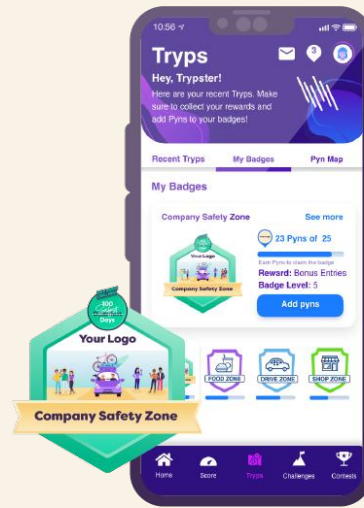
Your logo will be featured on the "My Badges" section of the TrypScore app.

Inbox Message

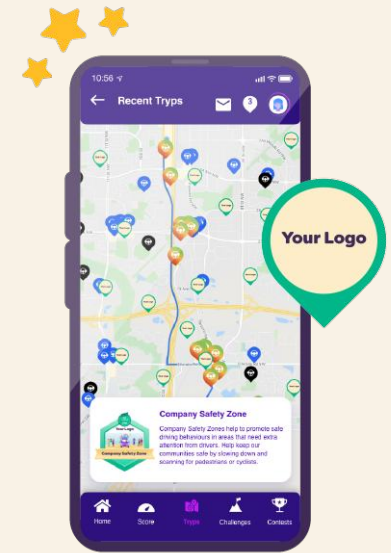
A customizable, branded message that app users will receive in our app inbox

Access to TrypScore for Business

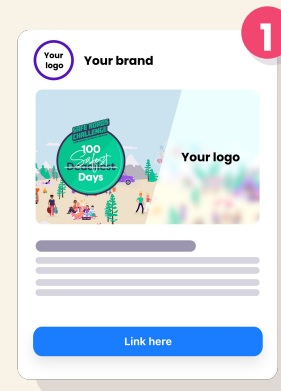
You'll get access to our Business Intelligence Tool that shows real-time aggregated data.



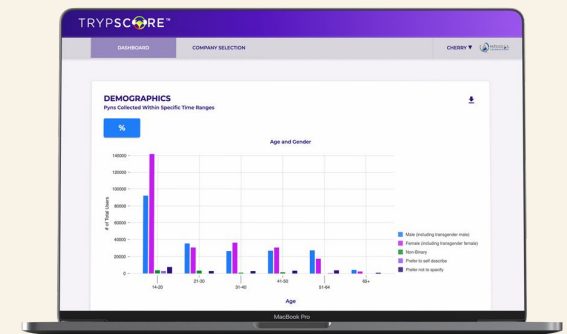
Branded Safety Zone Badge



Branded Safety Zone Pyn



Inbox Message



TrypScore for Business

Community Champion

Key Sponsorship Opportunities

Digital Presence

In our modern age, maintaining a digital presence is integral to creating branding around your company or organization. As a North American Sponsor, your brand will be highlighted in our marketing initiatives, aligning your brand with our mission.

These initiatives include the following:

Email Marketing

- Logo placement on the announcement email
- Logo placement on 3 newsletters

Website Placement

- Logo placement on Safe Roads Challenge's "Challenges" webpage

Social Media Presence

- Brand feature on LinkedIn post
- Instagram story and post

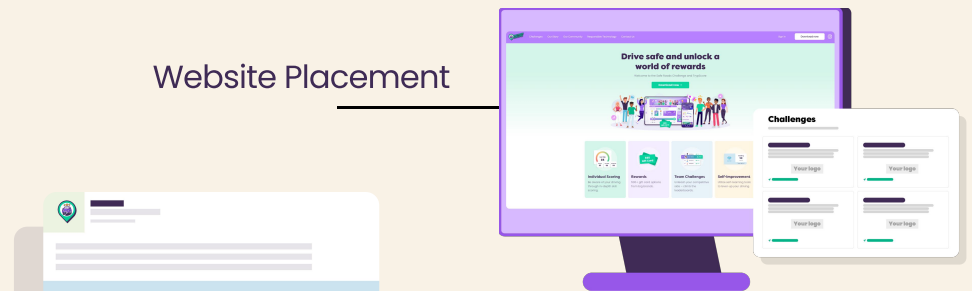
Promotional Kit

We will provide you with a promotional kit that you can use to showcase your affiliation to this important cause. It includes a digital certificate, poster design, and social media templates.

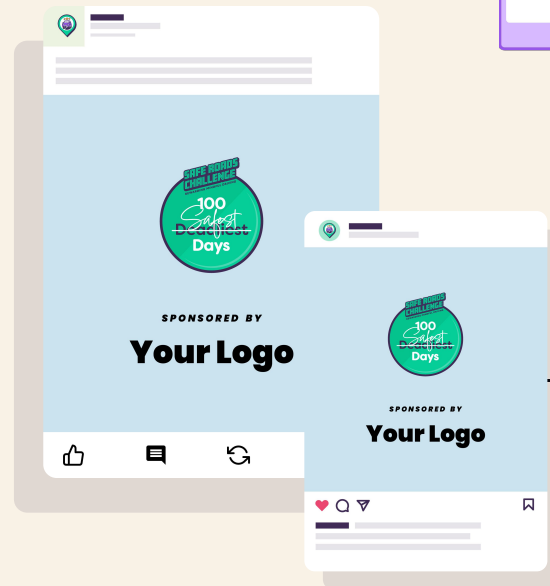


Email Marketing

Website Placement



Social Media Presence



Community Ambassador

\$25 per location / month



This sponsorship offers local businesses great opportunities to boost their brand visibility and show affiliation towards this important cause in their community. List your business on our in-app map for drivers to interact with and earn 100 Safest Days rewards.



Community Ambassador

Key Sponsorship Opportunities

TrypScore App

The TrypScore app is our driver behavior scoring tool. It's where drivers go to better their driving, see scores, view their community maps, complete challenges, and engage with local brands.

As a Community Ambassador, your brand will be highlighted in these unique in-app features including the following:

Branded Pyn at your Location(s)

Place a Pyn at your location(s) to encourage drivers to drive safely by your area and earn more entries to big rewards.

Badge featuring your brand

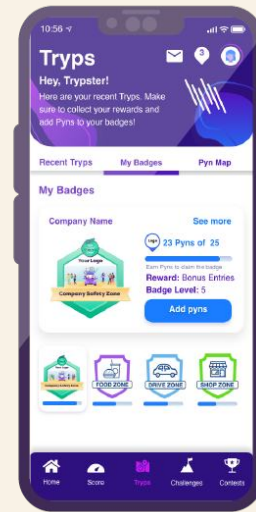
Your logo will be featured on the "My Badges" section of the TrypScore app.

Monthly Report

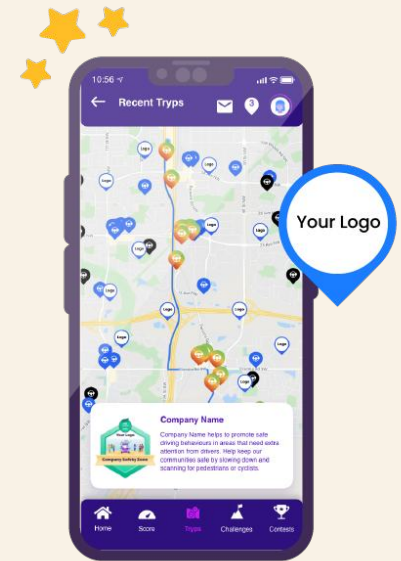
You'll get access to a monthly campaign impact report.

Bonus 100 Safest Days Pyns at your location(s)

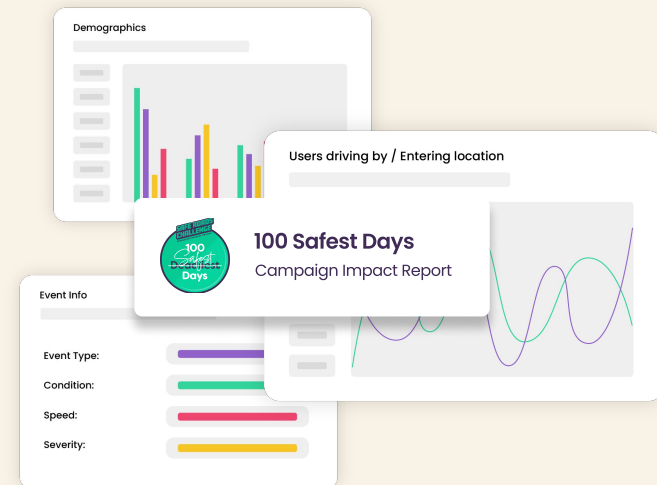
As a bonus, we'll place the 100 Safest Days Pyns at your location(s) during the campaign period.



Branded Badge



Branded Pyn



Monthly Report

Community Ambassador

Key Sponsorship Opportunities

Promotional Kit

We will provide you with a promotional kit that you can use to showcase your affiliation to this important cause.

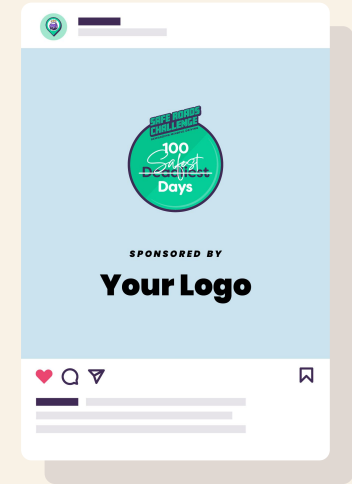
Includes:

- Digital Certificate
- Poster Design
- Social Media Templates

As a bonus, we will include your logo on our Challenges webpage to show your commitment to making summer roads safer for our young drivers.



Poster Design

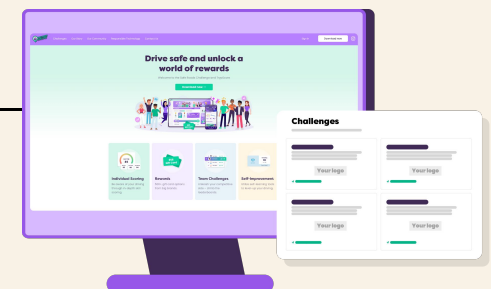


Social Media Templates



Digital Certificate

Website Placement



Contact us

Let's better our roads together.

We're happy to show you how you can make a difference in road safety.



Bill Bland

CEO and Founder

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saferoadschallenge.com

1-888-488-4994