

# Key Sponsorship Opportunities

100 \*\*  
**SAFEST**  
\***DAYS**

Brand Placement

**Campaign Period:**

May 23, 2025 to September 1, 2025



# Community Champion

\$499 / month

100 \*\*  
**SAFEST**  
\***DAYS**

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

### Safe Roads Challenge App

The Safe Roads Challenge 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 Pins with your logo on them to promote safe driving in a community or region that's important to you.

#### Safety Zone Badge

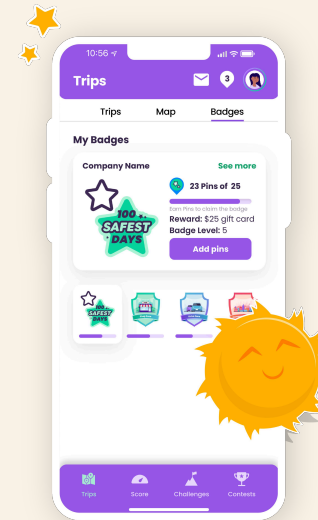
Your logo will be featured on the "My Badges" section of the Safe Roads Challenge app.

#### Inbox Message

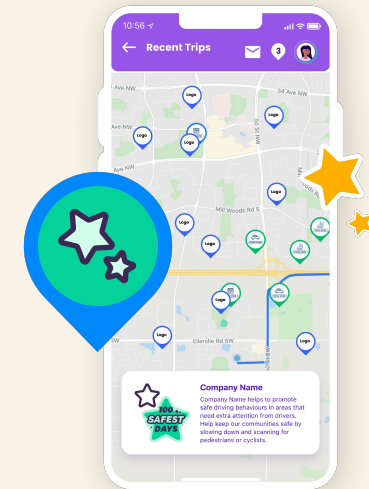
A customizable, branded message that app users will receive in our app inbox

#### Access to TrypScore for Business

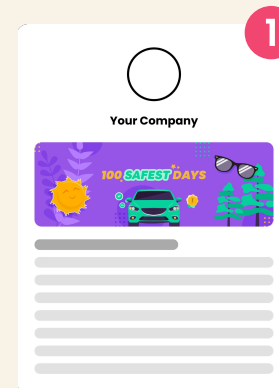
You'll get access to our Business Intelligence Tool that shows real-time aggregated data.



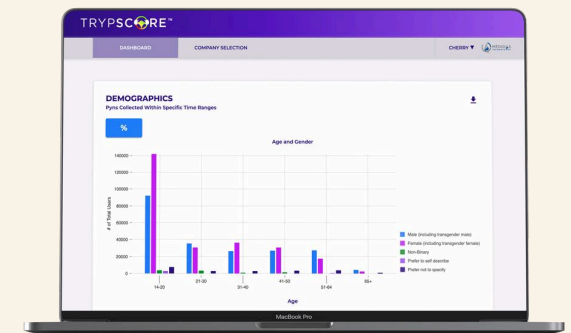
Branded Safety Zone Badge



Branded Safety Zone Pin



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

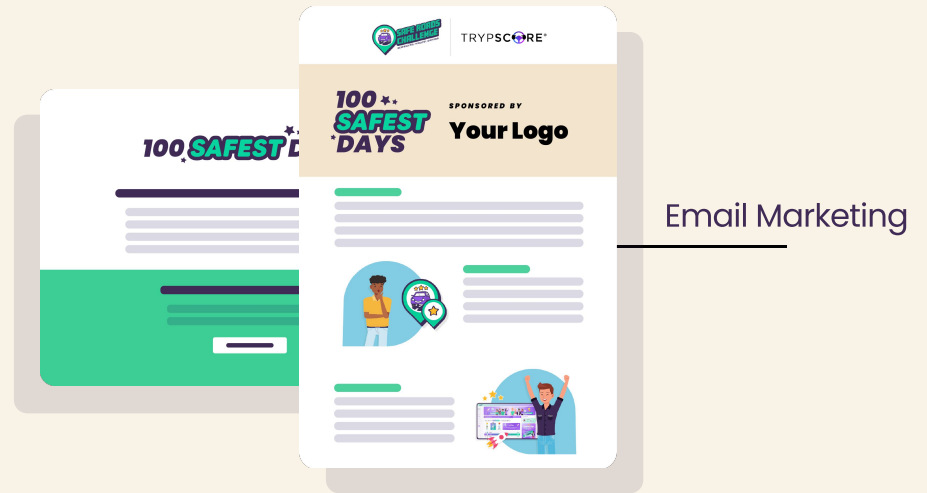
- Logo placement on Safe Roads Challenge's "Challenges" webpage

### Social Media Presence

- Brand feature on LinkedIn post
- Instagram story and post

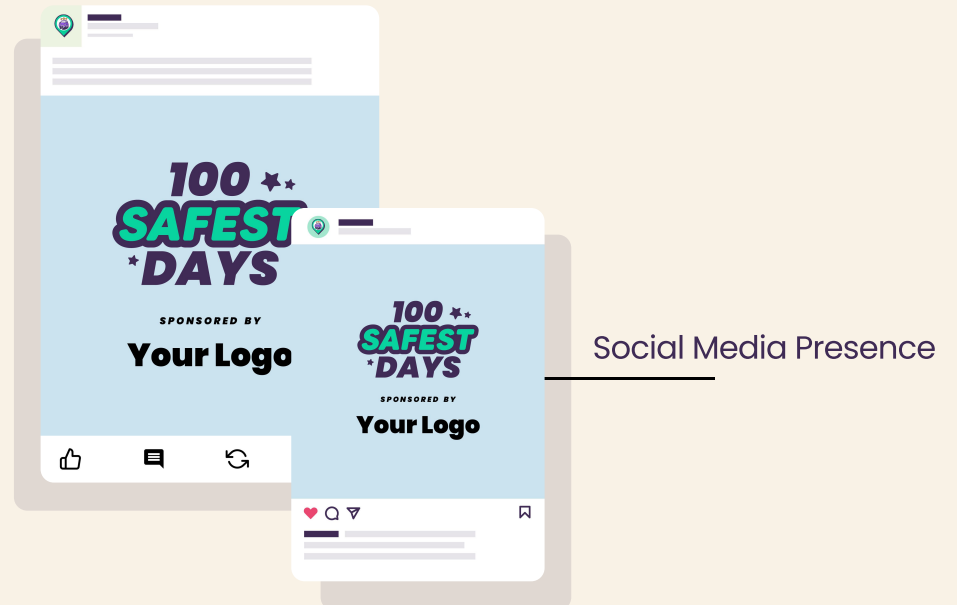
### Promotional Kit

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

Contact us

# Let's better our roads together.

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

**100\*\*  
SAFEST  
\*DAYS**



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