LIFESAVERS

Lifesavers Conference on Roadway Safety

SPONSORSHIP PROPOSAL



PRESENTED BY

MICHELE MOUNT, EXECUTIVE DIRECTOR

PREPARED FOR

LIFESAVERS CONFERENCE ON ROADWAY SAFETY

YEAR

2027 - SAN ANTONIO, TX

LIFESAVERS
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About *the Conference*

The Lifesavers Conference on Roadway Safety is the nation's premier gathering dedicated exclusively to traffic safety, bringing together professionals, policymakers, practitioners, and industry leaders who are committed to reducing crashes, injuries, and fatalities on our roadways. The conference offers expert-led education, a robust exhibit hall, and unparalleled networking opportunities with key influencers and decision-makers in the roadway safety community.



EVENT OBJECTIVES

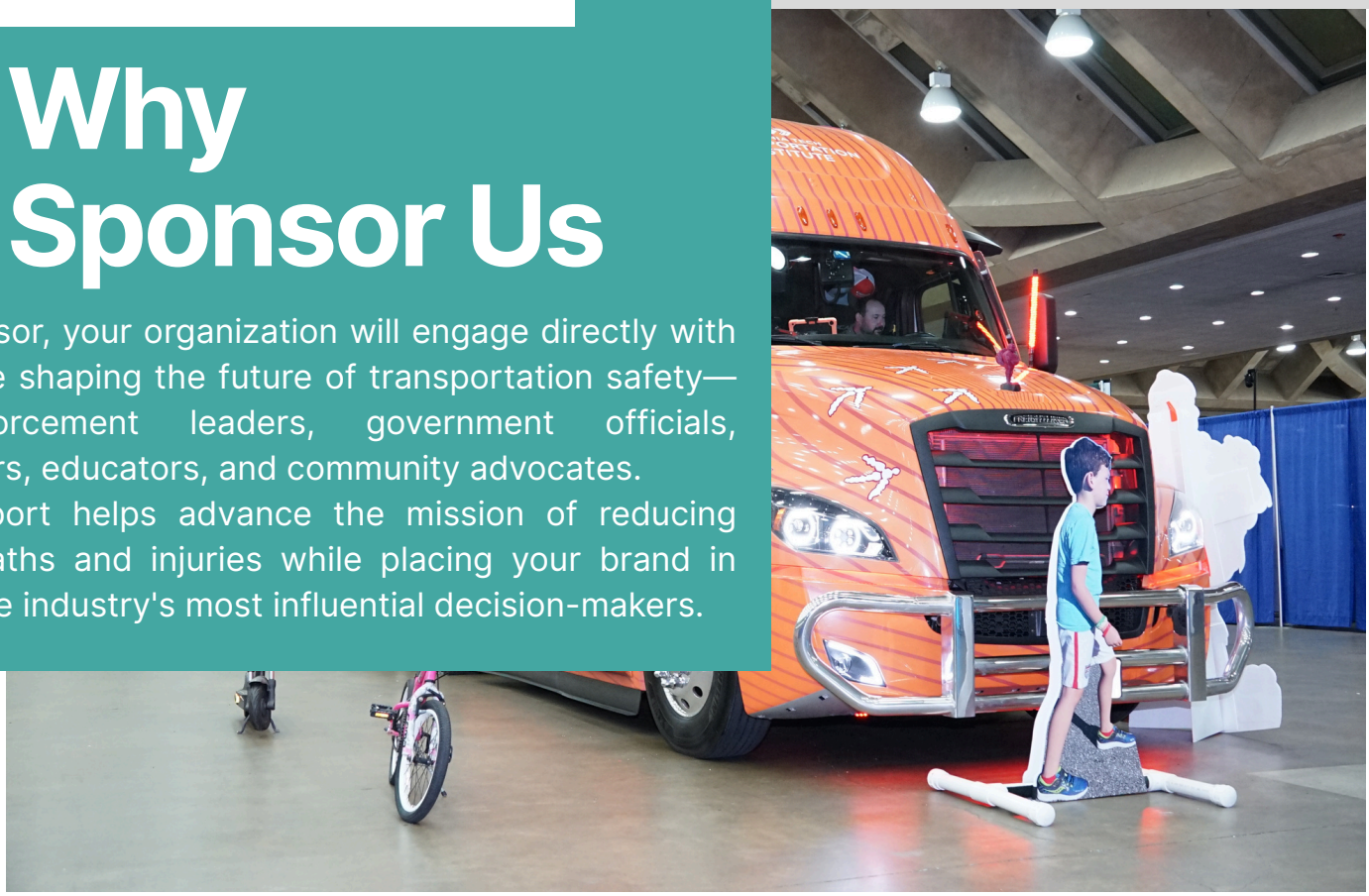
When your organization sponsors the Lifesavers Conference, you do more than support an event. You align your brand with a mission that saves lives and positions your organization as a leader in public safety innovation.

- **ADVANCING ROADWAY SAFETY**
- **CONNECTING DECISION MAKERS**
- **PROTECTING LIVES**
- **BUILDING RELATIONSHIPS THAT MATTER**

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Why Sponsor Us

As a sponsor, your organization will engage directly with the people shaping the future of transportation safety—law enforcement leaders, government officials, researchers, educators, and community advocates.
Your support helps advance the mission of reducing traffic deaths and injuries while placing your brand in front of the industry's most influential decision-makers.



REACH KEY DECISION MAKERS

Nearly one out of every two attendees works in government or law enforcement (48%), providing direct access to agencies responsible for:

- Procurement decisions
- Grant funding initiatives
- Policy development
- Program implementation
- Technology adoption

DEMONSTRATE LEADERSHIP

Position your organization as a champion of roadway safety and a partner invested in saving lives.

ENGAGEMENT OPPORTUNITIES

With participants from across the United States and internationally, sponsorship provides exposure far beyond the conference itself.

BUILD RELATIONSHIPS THAT MATTER

The conference brings together:

- Traffic safety leaders
- Public safety agencies
- Researchers and academics
- Transportation professionals
- Community organizations
- Industry innovators

This concentration of professionals creates opportunities that cannot be replicated through traditional advertising.

Sponsorship Opportunities

Sponsorships levels range from customizable opportunities for organizations seeking a tailored experience to standard packages built to maximize impact and elevate brand awareness in the exhibit hall



SPECIALTY SPONSORSHIPS

Specialty Sponsorships will receive benefits ***customized*** to the package

Examples Include:

- Evening Reception
- Wi-Fi
- Mobile App/Event Site
- Blood Drive
- Refreshment Break/Meal (Seven Opportunities)
- Specialty Coffee Cart
- Tuesday Lunch with Speaker Introduction
- Co-branded Conference Giveaways - i.e. Water Bottles/Chip Clips
- Branded Lanyards
- Co-branded Conference Bags
- Traffic Safety Scholars and Fellows Dinner
- Photo Booth

$5,000 -$50,000+

LET US KNOW WHICH ONE IS RIGHT FOR YOUR ORGANIZATION

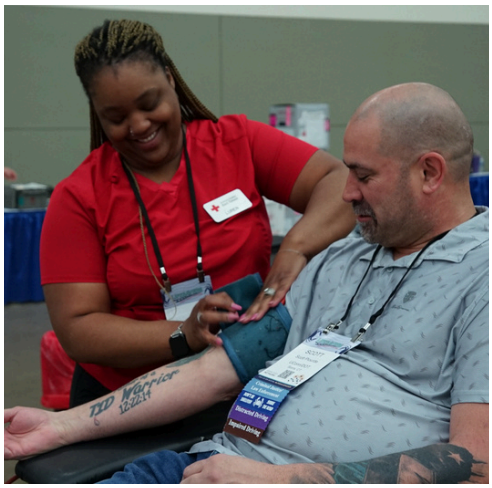
Sponsorship Opportunities
CONTINUED



GOLD SPONSOR — $10,000

- Recognition on Lifesavers Conference website sponsor page, mobile app, event site, and select social media posts. Sponsor must provide social media handles.
- Name listing in the following:
  - Lifesavers email blast
  - Registration site login page
  - Onsite Signage
  - Welcome screen during plenaries/luncheon
  - Upgraded logo online booth listing
- Two complimentary exhibit booths (includes two full registrations)
- Additional booths at a discounted rate
- Four additional full conference registrations
- Six VIP invitations to sponsor recognition event and six VIP seats at Monday's Public Service Awards Luncheon and Tuesday's closing luncheon
- Complimentary pre-and post-conference participants list in Excel format (value of $600)
- Opportunity to provide a small item or communication from your organization in attendee welcome bags (subject to Lifesavers approval)
- One pre-conference custom social media "Sponsor Spotlight" post. Sponsor must provide 1-3 sentences
- Two complimentary virtual listings upgrades:
  - Banner with link (sponsor provides artwork and link). The banner dimensions should be 1,920 pixels long and can be up to 300 pixels tall (250 pixels tall is recommended)
  - Brochure button (sponsor provides PDF file)

Sponsorship Opportunities
CONTINUED



SILVER SPONSOR — $5,000

- Recognition on Lifesavers Conference website sponsor page, mobile app, event site, and select social media posts. Sponsor must provide social media handles.
- Name listing in the following:
  - Lifesavers email blast
  - Registration site login page
  - Onsite Signage
  - Welcome screen during plenaries/luncheon
  - Upgraded logo online booth listing
- One complimentary exhibit booth (includes one full registration)
- Additional booths at a discounted rate
- Three additional full conference registrations
- Four VIP invitations to sponsor recognition event and two VIP seats at Monday's Public Service Awards Luncheon and Tuesday's closing luncheon
- Two complimentary virtual listings upgrades:
  - Banner with link (sponsor provides artwork and link). The banner dimensions should be 1,920 pixels long and canbe up to 300 pixels tall (250 pixels tall is recommended)
  - Brochure button (sponsor provides PDF file)

Sponsorship Opportunities
CONTINUED



BRONZE SPONSOR — $2,500

- Recognition on Lifesavers Conference website sponsor page, mobile app, event site, and select social media posts. Sponsor must provide social media handles.
- Name listing in the following:
  - Lifesavers email blast
  - Registration site login page
  - Onsite Signage
  - Welcome screen during plenaries/luncheon
- Two full conference registrations
- Two VIP invitations to sponsor recognition event and two VIP seats at Monday's Public Service Awards Luncheon and Tuesday's closing luncheon



FRIEND SPONSOR — $1,000

- Recognition on Lifesavers Conference website sponsor page, mobile app, event site, and select social media posts. Sponsor must provide social media handles.
- Name listing in the following:
  - Lifesavers email blast
  - Registration site login page
  - Onsite Signage
  - Welcome screen during plenaries/luncheon
- One invitation to sponsor recognition event

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THANK YOU

The Lifesavers Conference offers more than sponsorship visibility. It provides access to an engaged community of professionals working together to create safer roads and stronger communities.

Join us in San Antonio and become part of the movement that is shaping the future of roadway safety. Together, we can save lives.



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