

## SPONSORSHIP LEVELS

The North Dakota Department of Transportation Highway Safety Division is seeking to provide financial support for the Vision Zero initiative with a goal to eliminate motor vehicle crash fatalities and serious injuries.



### PLATINUM - \$10,000+

- Logo linked to your website on the Vision Zero website for the sponsorship year
- Six social media posts in the sponsorship year
- Spotlight in the Vision Zero Partner Network
- Recognition at the Vision Zero Partner Conference
  - Logo at registration table
  - Video recognition
  - Static logo featured during breaks
  - Information or promotional item in welcome bag
  - Earned media spotlight

### GOLD - \$5,000

- Logo linked to your website on the Vision Zero website for the sponsorship year
- Three social media posts in the sponsorship year
- Recognition at the Vision Zero Partner Conference
  - Logo at registration table
  - Static logo featured during breaks
  - Information or promotional item in welcome bag
  - Earned media spotlight

### SILVER - \$2,500

- Logo linked to your website on the Vision Zero website for the sponsorship year
- Two social media posts during the sponsorship year
- Recognition at the Vision Zero Partner Conference
  - Logo at registration table
  - Static logo featured during breaks

### BRONZE - \$1,000

- Logo linked to your website on the Vision Zero website for the sponsorship year
- One social media post during the sponsorship year
- Recognition at the Vision Zero Partner Conference
  - Static logo featured during breaks

Sponsorship funds play an essential role in helping spread the Vision Zero message to save lives. Unless specified, sponsorship funds will be prioritized to a Vision Zero program or event including, but not limited to:

#### **ND Sober Ride**

A program aimed at reducing the number of impaired drivers on North Dakota roads through ride-hailing vouchers. Funds will be used to purchase vouchers during holidays and events.

#### **Incentive Items**

Funds may be used to purchase and produce items such as padfolios, pens, prizes for drawings or other promotional items with the Vision Zero logo.

#### **Vision Zero Partner Conference**

Funds may be used for lunch and snacks, the purchase of awards, or other conference expenses.

**Interested in in-kind support or other partnership opportunities? Contact us.**

**Carol Thurn**

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